



BARB Establishment Survey Annual Data Report Volume 2: BBC Areas

October 2010 to September 2011

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

Ipsos MediaCT

The Media, Content and Technology Research Specialists



BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

October 2010 - September 2011

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See also

Volume 1 - Total Network and Appendices
Volume 3 - ITV areas

This reports contains the weighted data results from the Establishment survey for the period October 2010 - September 2011

Data is presented at different levels

- Household

- Set

- Individual

Accordingly; bases do vary.

Appendices can be found in the Volume 1 report. These contain details of the survey objectives, sample design, response rates and standard definitions. A copy of the questionnaire is also included at the end of the report.

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BBC London

Household level data

Table 1.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5073	4819	4436	1910	816	2861	1113	1748
%H (All HH)		95.0%	87.4%	37.7%	16.1%	56.4%	21.9%	34.5%
%H (TV HH)			92.1%	39.6%	16.9%	59.4%	23.1%	36.3%
AB	1425	1366	1304	573	262	821	340	481
%V	28.1%	28.3%	29.4%	30.0%	32.1%	28.7%	30.5%	27.5%
%H (All HH)		95.9%	91.5%	40.2%	18.4%	57.6%	23.9%	33.8%
%H (TV HH)			95.5%	41.9%	19.2%	60.1%	24.9%	35.2%
C1	1574	1496	1392	585	270	924	374	550
%V	31.0%	31.0%	31.4%	30.6%	33.1%	32.3%	33.6%	31.5%
%H (All HH)		95.0%	88.4%	37.2%	17.2%	58.7%	23.8%	34.9%
%H (TV HH)			93.0%	39.1%	18.0%	61.8%	25.0%	36.8%
C2	799	767	722	341	138	463	213	250
%V	15.8%	15.9%	16.3%	17.9%	16.9%	16.2%	19.1%	14.3%
%H (All HH)		96.0%	90.4%	42.7%	17.3%	57.9%	26.7%	31.3%
%H (TV HH)			94.1%	44.5%	18.0%	60.4%	27.8%	32.6%
D	666	617	547	239	84	339	112	227
%V	13.1%	12.8%	12.3%	12.5%	10.3%	11.8%	10.1%	13.0%
%H (All HH)		92.6%	82.1%	35.9%	12.6%	50.9%	16.8%	34.1%
%H (TV HH)			88.7%	38.7%	13.6%	54.9%	18.2%	36.8%
E	610	572	471	172	62	314	74	239
%V	12.0%	11.9%	10.6%	9.0%	7.6%	11.0%	6.6%	13.7%
%H (All HH)		93.8%	77.2%	28.2%	10.2%	51.5%	12.1%	39.2%
%H (TV HH)			82.3%	30.1%	10.8%	54.9%	12.9%	41.8%

Base: BBC London - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC London

Household level data

Table 1.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5073	4819	4436	1910	816	2861	1113	1748
%H (All HH)		95.0%	87.4%	37.7%	16.1%	56.4%	21.9%	34.5%
%H (TV HH)			92.1%	39.6%	16.9%	59.4%	23.1%	36.3%
Under 25	203	167	152	56	30	94	26	68
%V	4.0%	3.5%	3.4%	2.9%	3.7%	3.3%	2.3%	3.9%
%H (All HH)		82.3%	74.9%	27.6%	14.8%	46.3%	12.8%	33.5%
%H (TV HH)			91.0%	33.5%	18.0%	56.3%	15.6%	40.7%
25 - 34	993	899	849	429	150	458	182	275
%V	19.6%	18.7%	19.1%	22.5%	18.4%	16.0%	16.4%	15.7%
%H (All HH)		90.5%	85.5%	43.2%	15.1%	46.1%	18.3%	27.7%
%H (TV HH)			94.4%	47.7%	16.7%	50.9%	20.2%	30.6%
35 - 44	1083	1040	990	487	211	584	282	303
%V	21.3%	21.6%	22.3%	25.5%	25.9%	20.4%	25.3%	17.3%
%H (All HH)		96.0%	91.4%	45.0%	19.5%	53.9%	26.0%	28.0%
%H (TV HH)			95.2%	46.8%	20.3%	56.2%	27.1%	29.1%
45 - 54	1003	968	920	419	199	608	297	311
%V	19.8%	20.1%	20.7%	21.9%	24.4%	21.3%	26.7%	17.8%
%H (All HH)		96.5%	91.7%	41.8%	19.8%	60.6%	29.6%	31.0%
%H (TV HH)			95.0%	43.3%	20.6%	62.8%	30.7%	32.1%
55 - 64	718	695	647	267	123	452	190	262
%V	14.2%	14.4%	14.6%	14.0%	15.1%	15.8%	17.1%	15.0%
%H (All HH)		96.8%	90.1%	37.2%	17.1%	63.0%	26.5%	36.5%
%H (TV HH)			93.1%	38.4%	17.7%	65.0%	27.3%	37.7%
65 +	1073	1050	878	251	103	666	136	529
%V	21.2%	21.8%	19.8%	13.1%	12.6%	23.3%	12.2%	30.3%
%H (All HH)		97.9%	81.8%	23.4%	9.6%	62.1%	12.7%	49.3%
%H (TV HH)			83.6%	23.9%	9.8%	63.4%	13.0%	50.4%

Base: BBC London - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC London
Household level data
Table 1.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5073	4819	4436	1910	816	2861	1113	1748
%H (All HH)		95.0%	87.4%	37.7%	16.1%	56.4%	21.9%	34.5%
%H (TV HH)			92.1%	39.6%	16.9%	59.4%	23.1%	36.3%
1	1900	1758	1502	423	220	1061	197	864
%V	37.5%	36.5%	33.9%	22.1%	27.0%	37.1%	17.7%	49.4%
%H (All HH)		92.5%	79.1%	22.3%	11.6%	55.8%	10.4%	45.5%
%H (TV HH)			85.4%	24.1%	12.5%	60.4%	11.2%	49.1%
2	1291	1244	1175	508	223	758	307	450
%V	25.4%	25.8%	26.5%	26.6%	27.3%	26.5%	27.6%	25.7%
%H (All HH)		96.4%	91.0%	39.3%	17.3%	58.7%	23.8%	34.9%
%H (TV HH)			94.5%	40.8%	17.9%	60.9%	24.7%	36.2%
3	765	742	711	361	146	424	215	209
%V	15.1%	15.4%	16.0%	18.9%	17.9%	14.8%	19.3%	12.0%
%H (All HH)		97.0%	92.9%	47.2%	19.1%	55.4%	28.1%	27.3%
%H (TV HH)			95.8%	48.7%	19.7%	57.1%	29.0%	28.2%
4	705	686	668	376	149	409	255	154
%V	13.9%	14.2%	15.1%	19.7%	18.3%	14.3%	22.9%	8.8%
%H (All HH)		97.3%	94.8%	53.3%	21.1%	58.0%	36.2%	21.8%
%H (TV HH)			97.4%	54.8%	21.7%	59.6%	37.2%	22.4%
5+	412	389	380	242	79	210	139	71
%V	8.1%	8.1%	8.6%	12.7%	9.7%	7.3%	12.5%	4.1%
%H (All HH)		94.4%	92.2%	58.7%	19.2%	51.0%	33.7%	17.2%
%H (TV HH)			97.7%	62.2%	20.3%	54.0%	35.7%	18.3%
Average HH size	2.33	2.35	2.42	2.80	2.60	2.32	2.90	1.94

Base: BBC London - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC London

Household level data

Table 1.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5073	4819	4436	1910	816	2861	1113	1748
%H (All HH)		95.0%	87.4%	37.7%	16.1%	56.4%	21.9%	34.5%
%H (TV HH)			92.1%	39.6%	16.9%	59.4%	23.1%	36.3%
Without	3767	3554	3208	1213	559	2176	721	1454
%V	74.3%	73.7%	72.3%	63.5%	68.5%	76.1%	64.8%	83.2%
%H (All HH)		94.3%	85.2%	32.2%	14.8%	57.8%	19.1%	38.6%
%H (TV HH)			90.3%	34.1%	15.7%	61.2%	20.3%	40.9%
With	1306	1265	1228	697	257	685	391	294
%V	25.7%	26.3%	27.7%	36.5%	31.5%	23.9%	35.1%	16.8%
%H (All HH)		96.9%	94.0%	53.4%	19.7%	52.5%	29.9%	22.5%
%H (TV HH)			97.1%	55.1%	20.3%	54.2%	30.9%	23.2%
0 - 3	543	518	505	294	100	264	142	122
%V	10.7%	10.7%	11.4%	15.4%	12.3%	9.2%	12.8%	7.0%
%H (All HH)		95.4%	93.0%	54.1%	18.4%	48.6%	26.2%	22.5%
%H (TV HH)			97.5%	56.8%	19.3%	51.0%	27.4%	23.6%
4 - 9	657	639	620	360	124	341	196	145
%V	13.0%	13.3%	14.0%	18.8%	15.2%	11.9%	17.6%	8.3%
%H (All HH)		97.3%	94.4%	54.8%	18.9%	51.9%	29.8%	22.1%
%H (TV HH)			97.0%	56.3%	19.4%	53.4%	30.7%	22.7%
10 - 15	569	558	543	320	121	316	202	114
%V	11.2%	11.6%	12.2%	16.8%	14.8%	11.0%	18.1%	6.5%
%H (All HH)		98.1%	95.4%	56.2%	21.3%	55.5%	35.5%	20.0%
%H (TV HH)			97.3%	57.3%	21.7%	56.6%	36.2%	20.4%

Base: BBC London - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC London

Household level data

Table 1.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5073	4819	4436	1910	816	2861	1113	1748
%H (All HH)		95.0%	87.4%	37.7%	16.1%	56.4%	21.9%	34.5%
%H (TV HH)			92.1%	39.6%	16.9%	59.4%	23.1%	36.3%
1	2258	2258	1956	710	319	1111	187	924
%V	44.5%	46.9%	44.1%	37.2%	39.1%	38.8%	16.8%	52.9%
%H (All HH)		100.0%	86.6%	31.4%	14.1%	49.2%	8.3%	40.9%
%H (TV HH)			86.6%	31.4%	14.1%	49.2%	8.3%	40.9%
2	1510	1510	1444	645	263	956	401	555
%V	29.8%	31.3%	32.6%	33.8%	32.2%	33.4%	36.0%	31.8%
%H (All HH)		100.0%	95.6%	42.7%	17.4%	63.3%	26.6%	36.8%
%H (TV HH)			95.6%	42.7%	17.4%	63.3%	26.6%	36.8%
3	661	661	648	329	139	483	293	190
%V	13.0%	13.7%	14.6%	17.2%	17.0%	16.9%	26.3%	10.9%
%H (All HH)		100.0%	98.0%	49.8%	21.0%	73.1%	44.3%	28.7%
%H (TV HH)			98.0%	49.8%	21.0%	73.1%	44.3%	28.7%
4	259	259	258	143	69	206	151	55
%V	5.1%	5.4%	5.8%	7.5%	8.5%	7.2%	13.6%	3.1%
%H (All HH)		100.0%	99.6%	55.2%	26.6%	79.5%	58.3%	21.2%
%H (TV HH)			99.6%	55.2%	26.6%	79.5%	58.3%	21.2%
5+	130	130	130	83	26	105	81	24
%V	2.6%	2.7%	2.9%	4.3%	3.2%	3.7%	7.3%	1.4%
%H (All HH)		100.0%	100.0%	63.8%	20.0%	80.8%	62.3%	18.5%
%H (TV HH)			100.0%	63.8%	20.0%	80.8%	62.3%	18.5%

Base: BBC London - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC London
Household level data
Table 1.6: Screen size
Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5073	4819	4436	1910	816	2861	1113	1748
%H (All HH)		95.0%	87.4%	37.7%	16.1%	56.4%	21.9%	34.5%
%H (TV HH)			92.1%	39.6%	16.9%	59.4%	23.1%	36.3%
Under 20"	1626	1626	1507	615	290	1123	503	619
%V	32.1%	33.7%	34.0%	32.2%	35.5%	39.3%	45.2%	35.4%
%H (All HH)		100.0%	92.7%	37.8%	17.8%	69.1%	30.9%	38.1%
%H (TV HH)			92.7%	37.8%	17.8%	69.1%	30.9%	38.1%
20" - 29"	2076	2076	1869	757	353	1323	543	780
%V	40.9%	43.1%	42.1%	39.6%	43.3%	46.2%	48.8%	44.6%
%H (All HH)		100.0%	90.0%	36.5%	17.0%	63.7%	26.2%	37.6%
%H (TV HH)			90.0%	36.5%	17.0%	63.7%	26.2%	37.6%
30" - 39"	2184	2184	2118	951	419	1401	632	769
%V	43.1%	45.3%	47.7%	49.8%	51.3%	49.0%	56.8%	44.0%
%H (All HH)		100.0%	97.0%	43.5%	19.2%	64.1%	28.9%	35.2%
%H (TV HH)			97.0%	43.5%	19.2%	64.1%	28.9%	35.2%
40" and over	1418	1418	1399	830	272	825	504	321
%V	28.0%	29.4%	31.5%	43.5%	33.3%	28.8%	45.3%	18.4%
%H (All HH)		100.0%	98.7%	58.5%	19.2%	58.2%	35.5%	22.6%
%H (TV HH)			98.7%	58.5%	19.2%	58.2%	35.5%	22.6%

Base: BBC London - Households (000s)
%V = percentage of vertical total
%H (ALL HH) = percentage of horizontal total - All HH
%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC London

Household level data

Table 1.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5073	4819	4436	1910	816	2861	1113	1748
%H (All HH)		95.0%	87.4%	37.7%	16.1%	56.4%	21.9%	34.5%
%H (TV HH)			92.1%	39.6%	16.9%	59.4%	23.1%	36.3%
Main living room	4726	4726	4362	1888	806	2811	1104	1707
%V	93.2%	98.1%	98.3%	98.8%	98.8%	98.3%	99.2%	97.7%
%H (All HH)		100.0%	92.3%	39.9%	17.1%	59.5%	23.4%	36.1%
%H (TV HH)			92.3%	39.9%	17.1%	59.5%	23.4%	36.1%
Kitchen	555	555	538	248	95	417	215	201
%V	10.9%	11.5%	12.1%	13.0%	11.6%	14.6%	19.3%	11.5%
%H (All HH)		100.0%	96.9%	44.7%	17.1%	75.1%	38.7%	36.2%
%H (TV HH)			96.9%	44.7%	17.1%	75.1%	38.7%	36.2%
Adult's bedroom	2016	2016	1956	962	412	1375	761	614
%V	39.7%	41.8%	44.1%	50.4%	50.5%	48.1%	68.4%	35.1%
%H (All HH)		100.0%	97.0%	47.7%	20.4%	68.2%	37.7%	30.5%
%H (TV HH)			97.0%	47.7%	20.4%	68.2%	37.7%	30.5%
Child's bedroom	326	326	322	191	79	230	167	62
%V	6.4%	6.8%	7.3%	10.0%	9.7%	8.0%	15.0%	3.5%
%H (All HH)		100.0%	98.8%	58.6%	24.2%	70.6%	51.2%	19.0%
%H (TV HH)			98.8%	58.6%	24.2%	70.6%	51.2%	19.0%
Other bedroom	179	179	173	95	30	134	82	52
%V	3.5%	3.7%	3.9%	5.0%	3.7%	4.7%	7.4%	3.0%
%H (All HH)		100.0%	96.6%	53.1%	16.8%	74.9%	45.8%	29.1%
%H (TV HH)			96.6%	53.1%	16.8%	74.9%	45.8%	29.1%
Second living/dining room	368	368	356	176	68	265	148	118
%V	7.3%	7.6%	8.0%	9.2%	8.3%	9.3%	13.3%	6.8%
%H (All HH)		100.0%	96.7%	47.8%	18.5%	72.0%	40.2%	32.1%
%H (TV HH)			96.7%	47.8%	18.5%	72.0%	40.2%	32.1%
Study/office	76	76	75	39	12	59	34	25
%V	1.5%	1.6%	1.7%	2.0%	1.5%	2.1%	3.1%	1.4%
%H (All HH)		100.0%	98.7%	51.3%	15.8%	77.6%	44.7%	32.9%
%H (TV HH)			98.7%	51.3%	15.8%	77.6%	44.7%	32.9%
TV room	47	47	45	28	10	27	19	8
%V	0.9%	1.0%	1.0%	1.5%	1.2%	0.9%	1.7%	0.5%
%H (All HH)		100.0%	95.7%	59.6%	21.3%	57.4%	40.4%	17.0%
%H (TV HH)			95.7%	59.6%	21.3%	57.4%	40.4%	17.0%
No specific location	13	13	13	3	3	11	3	8
%V	0.3%	0.3%	0.3%	0.2%	0.4%	0.4%	0.3%	0.5%
%H (All HH)		100.0%	100.0%	23.1%	23.1%	84.6%	23.1%	61.5%
%H (TV HH)			100.0%	23.1%	23.1%	84.6%	23.1%	61.5%
Other	45	45	44	30	4	33	22	10
%V	0.9%	0.9%	1.0%	1.6%	0.5%	1.2%	2.0%	0.6%
%H (All HH)		100.0%	97.8%	66.7%	8.9%	73.3%	48.9%	22.2%
%H (TV HH)			97.8%	66.7%	8.9%	73.3%	48.9%	22.2%

Base: BBC London - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC London
Household level data
Table 1.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	5073	4819	4436	1910	816	2861	1113	1748
%H (All HH)		95.0%	87.4%	37.7%	16.1%	56.4%	21.9%	34.5%
%H (TV HH)			92.1%	39.6%	16.9%	59.4%	23.1%	36.3%
PVR	2221	2221	2219	1407	411	1229	796	433
%V	43.8%	46.1%	50.0%	73.7%	50.4%	43.0%	71.5%	24.8%
%H (All HH)		100.0%	99.9%	63.3%	18.5%	55.3%	35.8%	19.5%
%H (TV HH)			99.9%	63.3%	18.5%	55.3%	35.8%	19.5%
DVDR	690	690	666	302	115	466	213	253
%V	13.6%	14.3%	15.0%	15.8%	14.1%	16.3%	19.1%	14.5%
%H (All HH)		100.0%	96.5%	43.8%	16.7%	67.5%	30.9%	36.7%
%H (TV HH)			96.5%	43.8%	16.7%	67.5%	30.9%	36.7%
VCR	872	872	795	275	129	593	197	396
%V	17.2%	18.1%	17.9%	14.4%	15.8%	20.7%	17.7%	22.7%
%H (All HH)		100.0%	91.2%	31.5%	14.8%	68.0%	22.6%	45.4%
%H (TV HH)			91.2%	31.5%	14.8%	68.0%	22.6%	45.4%
Any recorder	2945	2945	2850	1532	519	1734	900	834
%V	58.1%	61.1%	64.2%	80.2%	63.6%	60.6%	80.9%	47.7%
%H (All HH)		100.0%	96.8%	52.0%	17.6%	58.9%	30.6%	28.3%
%H (TV HH)			96.8%	52.0%	17.6%	58.9%	30.6%	28.3%

Base: BBC London - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC London
Household level data
Table 1.9: Other TV equipment
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5073	4819	4436	1910	816	2861	1113	1748
%H (All HH)		95.0%	87.4%	37.7%	16.1%	56.4%	21.9%	34.5%
%H (TV HH)			92.1%	39.6%	16.9%	59.4%	23.1%	36.3%
Receives HDTV (via STB or built-in reception)	1663	1663	1663	862	472	972	613	359
%V	32.8%	34.5%	37.5%	45.1%	57.8%	34.0%	55.1%	20.5%
%H (All HH)		100.0%	100.0%	51.8%	28.4%	58.4%	36.9%	21.6%
%H (TV HH)			100.0%	51.8%	28.4%	58.4%	36.9%	21.6%
DVD/Blu-ray player or recorder	3822	3822	3646	1616	698	2369	1000	1369
%V	75.3%	79.3%	82.2%	84.6%	85.5%	82.8%	89.8%	78.3%
%H (All HH)		100.0%	95.4%	42.3%	18.3%	62.0%	26.2%	35.8%
%H (TV HH)			95.4%	42.3%	18.3%	62.0%	26.2%	35.8%

Base: BBC London - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC London
Household level data
Table 1.10: Computers and Internet
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5073	4819	4436	1910	816	2861	1113	1748
%H (All HH)		95.0%	87.4%	37.7%	16.1%	56.4%	21.9%	34.5%
%H (TV HH)			92.1%	39.6%	16.9%	59.4%	23.1%	36.3%
Has PC or Laptop	3968	3786	3620	1693	739	2252	1025	1227
%V	78.2%	78.6%	81.6%	88.6%	90.6%	78.7%	92.1%	70.2%
%H (All HH)		95.4%	91.2%	42.7%	18.6%	56.8%	25.8%	30.9%
%H (TV HH)			95.6%	44.7%	19.5%	59.5%	27.1%	32.4%
Has broadband internet	3764	3604	3464	1650	728	2130	1006	1124
%V	74.2%	74.8%	78.1%	86.4%	89.2%	74.4%	90.4%	64.3%
%H (All HH)		95.7%	92.0%	43.8%	19.3%	56.6%	26.7%	29.9%
%H (TV HH)			96.1%	45.8%	20.2%	59.1%	27.9%	31.2%

Base: BBC London - Households (000s)
%V = percentage of vertical total
%H (ALL HH) = percentage of horizontal total - All HH
%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC London
Set level data
Table 1.11: Screen Size
Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	9012	8534	4017	1681	5869	2915	2953
%H		94.7%	44.6%	18.7%	65.1%	32.3%	32.8%
Under 20"	2182	2046	859	416	1548	751	797
%V	24.2%	24.0%	21.4%	24.7%	26.4%	25.8%	27.0%
%H		93.8%	39.4%	19.1%	70.9%	34.4%	36.5%
20" - 29"	2547	2325	980	447	1685	756	929
%V	28.3%	27.2%	24.4%	26.6%	28.7%	25.9%	31.5%
%H		91.3%	38.5%	17.6%	66.2%	29.7%	36.5%
30" - 39"	2476	2405	1116	489	1603	775	827
%V	27.5%	28.2%	27.8%	29.1%	27.3%	26.6%	28.0%
%H		97.1%	45.1%	19.7%	64.7%	31.3%	33.4%
40" and over	1569	1548	944	301	911	576	335
%V	17.4%	18.1%	23.5%	17.9%	15.5%	19.8%	11.3%
%H		98.7%	60.2%	19.2%	58.1%	36.7%	21.4%
Don't know	238	211	118	28	122	57	65
%V	2.6%	2.5%	2.9%	1.7%	2.1%	2.0%	2.2%
%H		88.7%	49.6%	11.8%	51.3%	23.9%	27.3%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC London
Set level data
Table 1.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	9012	8534	4017	1681	5869	2915	2953
%H		94.7%	44.6%	18.7%	65.1%	32.3%	32.8%
Main living room	4770	4402	1906	812	2839	1115	1724
%V	52.9%	51.6%	47.4%	48.3%	48.4%	38.3%	58.4%
%H		92.3%	40.0%	17.0%	59.5%	23.4%	36.1%
Kitchen	559	542	249	96	418	216	202
%V	6.2%	6.4%	6.2%	5.7%	7.1%	7.4%	6.8%
%H		97.0%	44.5%	17.2%	74.8%	38.6%	36.1%
Adult's bedroom	2517	2450	1232	539	1767	1042	724
%V	27.9%	28.7%	30.7%	32.1%	30.1%	35.7%	24.5%
%H		97.3%	48.9%	21.4%	70.2%	41.4%	28.8%
Child's bedroom	402	398	237	99	291	216	74
%V	4.5%	4.7%	5.9%	5.9%	5.0%	7.4%	2.5%
%H		99.0%	59.0%	24.6%	72.4%	53.7%	18.4%
Other bedroom	207	201	114	33	153	95	58
%V	2.3%	2.4%	2.8%	2.0%	2.6%	3.3%	2.0%
%H		97.1%	55.1%	15.9%	73.9%	45.9%	28.0%
Second living/dining room	373	361	179	70	269	151	119
%V	4.1%	4.2%	4.5%	4.2%	4.6%	5.2%	4.0%
%H		96.8%	48.0%	18.8%	72.1%	40.5%	31.9%
Study/office	77	76	39	12	60	35	25
%V	0.9%	0.9%	1.0%	0.7%	1.0%	1.2%	0.8%
%H		98.7%	50.6%	15.6%	77.9%	45.5%	32.5%
TV room	48	45	28	10	27	19	8
%V	0.5%	0.5%	0.7%	0.6%	0.5%	0.7%	0.3%
%H		93.8%	58.3%	20.8%	56.3%	39.6%	16.7%
No specific location	14	14	3	4	11	4	8
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.1%	0.3%
%H		100.0%	21.4%	28.6%	78.6%	28.6%	57.1%
Other	47	47	31	6	33	23	11
%V	0.5%	0.6%	0.8%	0.4%	0.6%	0.8%	0.4%
%H		100.0%	66.0%	12.8%	70.2%	48.9%	23.4%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	9012	8534	4017	1681	5869	2915	2953
%H		94.7%	44.6%	18.7%	65.1%	32.3%	32.8%
PVR	2794	2791	1876	502	1531	1067	464
%V	31.0%	32.7%	46.7%	29.9%	26.1%	36.6%	15.7%
%H		99.9%	67.1%	18.0%	54.8%	38.2%	16.6%
DVDR	798	773	366	130	548	263	285
%V	8.9%	9.1%	9.1%	7.7%	9.3%	9.0%	9.7%
%H		96.9%	45.9%	16.3%	68.7%	33.0%	35.7%
VCR	990	906	320	153	672	233	439
%V	11.0%	10.6%	8.0%	9.1%	11.4%	8.0%	14.9%
%H		91.5%	32.3%	15.5%	67.9%	23.5%	44.3%
Any recorder	3818	3716	2136	660	2259	1283	976
%V	42.4%	43.5%	53.2%	39.3%	38.5%	44.0%	33.1%
%H		97.3%	55.9%	17.3%	59.2%	33.6%	25.6%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	9012	8534	4017	1681	5869	2915	2953
%H		94.7%	44.6%	18.7%	65.1%	32.3%	32.8%
Receives HDTV (via STB or built-in reception)	2102	2102	1117	603	1255	825	430
%V	23.3%	24.6%	27.8%	35.9%	21.4%	28.3%	14.6%
%H		100.0%	53.1%	28.7%	59.7%	39.2%	20.5%
DVD/Blu-ray player or recorder	5408	5219	2487	1062	3530	1787	1743
%V	60.0%	61.2%	61.9%	63.2%	60.1%	61.3%	59.0%
%H		96.5%	46.0%	19.6%	65.3%	33.0%	32.2%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC London
Set level data
Table 1.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4816	4434	1909	816	2860	1113	1747
%H		92.1%	39.6%	16.9%	59.4%	23.1%	36.3%
Under 20"	259	181	32	24	138	13	125
%V	5.4%	4.1%	1.7%	2.9%	4.8%	1.2%	7.2%
%H		69.9%	12.4%	9.3%	53.3%	5.0%	48.3%
20" - 29"	1242	1043	301	172	729	154	575
%V	25.8%	23.5%	15.8%	21.1%	25.5%	13.8%	32.9%
%H		84.0%	24.2%	13.8%	58.7%	12.4%	46.3%
30" - 39"	1827	1764	723	350	1153	450	703
%V	37.9%	39.8%	37.9%	42.9%	40.3%	40.4%	40.2%
%H		96.6%	39.6%	19.2%	63.1%	24.6%	38.5%
40" and over	1356	1336	795	255	783	474	309
%V	28.2%	30.1%	41.6%	31.3%	27.4%	42.6%	17.7%
%H		98.5%	58.6%	18.8%	57.7%	35.0%	22.8%
Don't know	132	109	59	15	57	22	35
%V	2.7%	2.5%	3.1%	1.8%	2.0%	2.0%	2.0%
%H		82.6%	44.7%	11.4%	43.2%	16.7%	26.5%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC London
Set level data
Table 1.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4816	4434	1909	816	2860	1113	1747
%H		92.1%	39.6%	16.9%	59.4%	23.1%	36.3%
PVR	2152	2150	1375	398	1175	768	407
%V	44.7%	48.5%	72.0%	48.8%	41.1%	69.0%	23.3%
%H		99.9%	63.9%	18.5%	54.6%	35.7%	18.9%
DVDR	602	579	253	99	402	171	231
%V	12.5%	13.1%	13.3%	12.1%	14.1%	15.4%	13.2%
%H		96.2%	42.0%	16.4%	66.8%	28.4%	38.4%
VCR	721	647	208	106	482	145	337
%V	15.0%	14.6%	10.9%	13.0%	16.9%	13.0%	19.3%
%H		89.7%	28.8%	14.7%	66.9%	20.1%	46.7%
Any recorder	2831	2741	1494	495	1647	863	784
%V	58.8%	61.8%	78.3%	60.7%	57.6%	77.5%	44.9%
%H		96.8%	52.8%	17.5%	58.2%	30.5%	27.7%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 1.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	4816	4434	1909	816	2860	1113	1747
%H		92.1%	39.6%	16.9%	59.4%	23.1%	36.3%
Receives HDTV (via STB or built-in reception)	1592	1592	824	455	916	575	341
%V	33.1%	35.9%	43.2%	55.8%	32.0%	51.7%	19.5%
%H		100.0%	51.8%	28.6%	57.5%	36.1%	21.4%
DVD/Blu-ray player or recorder	3655	3486	1536	667	2251	936	1315
%V	75.9%	78.6%	80.5%	81.7%	78.7%	84.1%	75.3%
%H		95.4%	42.0%	18.2%	61.6%	25.6%	36.0%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC London

Set level data

Table 1.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4196	4100	2108	864	3009	1803	1206
%H		97.7%	50.2%	20.6%	71.7%	43.0%	28.7%
Under 20"	1923	1864	827	391	1410	738	673
%V	45.8%	45.5%	39.2%	45.3%	46.9%	40.9%	55.8%
%H		96.9%	43.0%	20.3%	73.3%	38.4%	35.0%
20" - 29"	1305	1282	678	275	956	602	354
%V	31.1%	31.3%	32.2%	31.8%	31.8%	33.4%	29.4%
%H		98.2%	52.0%	21.1%	73.3%	46.1%	27.1%
30" - 39"	649	641	394	140	450	325	124
%V	15.5%	15.6%	18.7%	16.2%	15.0%	18.0%	10.3%
%H		98.8%	60.7%	21.6%	69.3%	50.1%	19.1%
40" and over	213	212	150	45	128	102	26
%V	5.1%	5.2%	7.1%	5.2%	4.3%	5.7%	2.2%
%H		99.5%	70.4%	21.1%	60.1%	47.9%	12.2%
Don't know	106	101	59	13	65	36	29
%V	2.5%	2.5%	2.8%	1.5%	2.2%	2.0%	2.4%
%H		95.3%	55.7%	12.3%	61.3%	34.0%	27.4%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC London

Set level data

Table 1.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4196	4100	2108	864	3009	1803	1206
%H		97.7%	50.2%	20.6%	71.7%	43.0%	28.7%
PVR	642	642	501	104	356	299	57
%V	15.3%	15.7%	23.8%	12.0%	11.8%	16.6%	4.7%
%H		100.0%	78.0%	16.2%	55.5%	46.6%	8.9%
DVDR	196	194	113	31	146	92	54
%V	4.7%	4.7%	5.4%	3.6%	4.9%	5.1%	4.5%
%H		99.0%	57.7%	15.8%	74.5%	46.9%	27.6%
VCR	269	259	112	47	190	88	102
%V	6.4%	6.3%	5.3%	5.4%	6.3%	4.9%	8.5%
%H		96.3%	41.6%	17.5%	70.6%	32.7%	37.9%
Any recorder	987	976	642	165	612	420	192
%V	23.5%	23.8%	30.5%	19.1%	20.3%	23.3%	15.9%
%H		98.9%	65.0%	16.7%	62.0%	42.6%	19.5%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	4196	4100	2108	864	3009	1803	1206
%H		97.7%	50.2%	20.6%	71.7%	43.0%	28.7%
Receives HDTV (via STB or built-in reception)	510	510	293	148	339	250	90
%V	12.2%	12.4%	13.9%	17.1%	11.3%	13.9%	7.5%
%H		100.0%	57.5%	29.0%	66.5%	49.0%	17.6%
DVD/Blu-ray player or recorder	1753	1734	951	395	1279	851	428
%V	41.8%	42.3%	45.1%	45.7%	42.5%	47.2%	35.5%
%H		98.9%	54.2%	22.5%	73.0%	48.5%	24.4%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC London
Individual level data
Table 1.21: Age of Children
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	11840	11324	10722	5344	2121	6627	3232	3395
%H		95.6%	90.6%	45.1%	17.9%	56.0%	27.3%	28.7%
Total Children	2291	2207	2148	1251	446	1189	696	493
%V	19.3%	19.5%	20.0%	23.4%	21.0%	17.9%	21.5%	14.5%
%H		96.3%	93.8%	54.6%	19.5%	51.9%	30.4%	21.5%
0 - 3	654	617	603	351	119	315	169	147
%V	5.5%	5.4%	5.6%	6.6%	5.6%	4.8%	5.2%	4.3%
%H		94.3%	92.2%	53.7%	18.2%	48.2%	25.8%	22.5%
4 - 15	1637	1590	1545	900	328	874	527	346
%V	13.8%	14.0%	14.4%	16.8%	15.5%	13.2%	16.3%	10.2%
%H		97.1%	94.4%	55.0%	20.0%	53.4%	32.2%	21.1%
4 - 9	876	847	823	478	166	450	258	192
%V	7.4%	7.5%	7.7%	8.9%	7.8%	6.8%	8.0%	5.7%
%H		96.7%	93.9%	54.6%	18.9%	51.4%	29.5%	21.9%
10 - 15	760	743	722	422	162	424	270	154
%V	6.4%	6.6%	6.7%	7.9%	7.6%	6.4%	8.4%	4.5%
%H		97.8%	95.0%	55.5%	21.3%	55.8%	35.5%	20.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	11840	11324	10722	5344	2121	6627	3232	3395
%H		95.6%	90.6%	45.1%	17.9%	56.0%	27.3%	28.7%
Total Adults (16+)	9549	9116	8574	4093	1674	5437	2536	2901
%V	80.7%	80.5%	80.0%	76.6%	78.9%	82.0%	78.5%	85.4%
%H		95.5%	89.8%	42.9%	17.5%	56.9%	26.6%	30.4%
16 - 19	539	524	507	290	105	324	204	120
%V	4.6%	4.6%	4.7%	5.4%	5.0%	4.9%	6.3%	3.5%
%H		97.2%	94.1%	53.8%	19.5%	60.1%	37.8%	22.3%
20 - 24	774	692	658	326	146	421	227	194
%V	6.5%	6.1%	6.1%	6.1%	6.9%	6.4%	7.0%	5.7%
%H		89.4%	85.0%	42.1%	18.9%	54.4%	29.3%	25.1%
25 - 34	2038	1865	1776	925	342	980	452	528
%V	17.2%	16.5%	16.6%	17.3%	16.1%	14.8%	14.0%	15.6%
%H		91.5%	87.1%	45.4%	16.8%	48.1%	22.2%	25.9%
35 - 44	1880	1815	1741	897	376	1010	518	493
%V	15.9%	16.0%	16.2%	16.8%	17.7%	15.2%	16.0%	14.5%
%H		96.5%	92.6%	47.7%	20.0%	53.7%	27.6%	26.2%
45 - 54	1634	1589	1525	736	335	1000	528	472
%V	13.8%	14.0%	14.2%	13.8%	15.8%	15.1%	16.3%	13.9%
%H		97.2%	93.3%	45.0%	20.5%	61.2%	32.3%	28.9%
55 - 64	1154	1127	1065	476	207	738	347	391
%V	9.7%	10.0%	9.9%	8.9%	9.8%	11.1%	10.7%	11.5%
%H		97.7%	92.3%	41.2%	17.9%	64.0%	30.1%	33.9%
65+	1531	1504	1302	443	164	964	260	704
%V	12.9%	13.3%	12.1%	8.3%	7.7%	14.5%	8.0%	20.7%
%H		98.2%	85.0%	28.9%	10.7%	63.0%	17.0%	46.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9549	9116	8574	4093	1674	5437	2536	2901
%H		95.5%	89.8%	42.9%	17.5%	56.9%	26.6%	30.4%
AB	2877	2785	2686	1287	554	1681	804	877
%V	30.1%	30.6%	31.3%	31.4%	33.1%	30.9%	31.7%	30.2%
%H		96.8%	93.4%	44.7%	19.3%	58.4%	27.9%	30.5%
C1	2927	2776	2630	1223	547	1732	841	891
%V	30.7%	30.5%	30.7%	29.9%	32.7%	31.9%	33.2%	30.7%
%H		94.8%	89.9%	41.8%	18.7%	59.2%	28.7%	30.4%
C2	1659	1599	1524	792	293	969	511	458
%V	17.4%	17.5%	17.8%	19.4%	17.5%	17.8%	20.1%	15.8%
%H		96.4%	91.9%	47.7%	17.7%	58.4%	30.8%	27.6%
D	1266	1182	1076	529	182	630	258	372
%V	13.3%	13.0%	12.5%	12.9%	10.9%	11.6%	10.2%	12.8%
%H		93.4%	85.0%	41.8%	14.4%	49.8%	20.4%	29.4%
E	821	773	658	262	98	425	121	304
%V	8.6%	8.5%	7.7%	6.4%	5.9%	7.8%	4.8%	10.5%
%H		94.2%	80.1%	31.9%	11.9%	51.8%	14.7%	37.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC London

Individual level data

Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	9549	9116	8574	4093	1674	5437	2536	2901
%H		95.5%	89.8%	42.9%	17.5%	56.9%	26.6%	30.4%
Working full time	4664	4475	4308	2131	930	2659	1366	1293
%V	48.8%	49.1%	50.2%	52.1%	55.6%	48.9%	53.9%	44.6%
%H		95.9%	92.4%	45.7%	19.9%	57.0%	29.3%	27.7%
Working part time	970	925	879	424	183	565	284	281
%V	10.2%	10.1%	10.3%	10.4%	10.9%	10.4%	11.2%	9.7%
%H		95.4%	90.6%	43.7%	18.9%	58.2%	29.3%	29.0%
Not working	3915	3716	3388	1537	561	2214	887	1328
%V	41.0%	40.8%	39.5%	37.6%	33.5%	40.7%	35.0%	45.8%
%H		94.9%	86.5%	39.3%	14.3%	56.6%	22.7%	33.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4695	4440	4194	2051	838	2625	1272	1353
%H		94.6%	89.3%	43.7%	17.8%	55.9%	27.1%	28.8%
16 - 19	286	279	272	160	57	170	110	60
%V	6.1%	6.3%	6.5%	7.8%	6.8%	6.5%	8.6%	4.4%
%H		97.6%	95.1%	55.9%	19.9%	59.4%	38.5%	21.0%
20 - 24	377	325	310	156	71	195	106	89
%V	8.0%	7.3%	7.4%	7.6%	8.5%	7.4%	8.3%	6.6%
%H		86.2%	82.2%	41.4%	18.8%	51.7%	28.1%	23.6%
25 - 34	1026	931	882	454	172	492	227	265
%V	21.9%	21.0%	21.0%	22.1%	20.5%	18.7%	17.8%	19.6%
%H		90.7%	86.0%	44.2%	16.8%	48.0%	22.1%	25.8%
35 - 44	962	924	886	448	196	516	261	255
%V	20.5%	20.8%	21.1%	21.8%	23.4%	19.7%	20.5%	18.8%
%H		96.0%	92.1%	46.6%	20.4%	53.6%	27.1%	26.5%
45 - 54	812	779	750	375	162	475	254	221
%V	17.3%	17.5%	17.9%	18.3%	19.3%	18.1%	20.0%	16.3%
%H		95.9%	92.4%	46.2%	20.0%	58.5%	31.3%	27.2%
55 - 64	562	547	516	232	100	361	175	186
%V	12.0%	12.3%	12.3%	11.3%	11.9%	13.8%	13.8%	13.7%
%H		97.3%	91.8%	41.3%	17.8%	64.2%	31.1%	33.1%
65+	670	655	579	226	81	416	139	277
%V	14.3%	14.8%	13.8%	11.0%	9.7%	15.8%	10.9%	20.5%
%H		97.8%	86.4%	33.7%	12.1%	62.1%	20.7%	41.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4695	4440	4194	2051	838	2625	1272	1353
%H		94.6%	89.3%	43.7%	17.8%	55.9%	27.1%	28.8%
AB	1460	1407	1354	662	289	829	410	419
%V	31.1%	31.7%	32.3%	32.3%	34.5%	31.6%	32.2%	31.0%
%H		96.4%	92.7%	45.3%	19.8%	56.8%	28.1%	28.7%
C1	1358	1274	1219	596	258	794	415	380
%V	28.9%	28.7%	29.1%	29.1%	30.8%	30.2%	32.6%	28.1%
%H		93.8%	89.8%	43.9%	19.0%	58.5%	30.6%	28.0%
C2	915	877	836	425	159	538	275	263
%V	19.5%	19.8%	19.9%	20.7%	19.0%	20.5%	21.6%	19.4%
%H		95.8%	91.4%	46.4%	17.4%	58.8%	30.1%	28.7%
D	621	574	522	266	88	297	125	172
%V	13.2%	12.9%	12.4%	13.0%	10.5%	11.3%	9.8%	12.7%
%H		92.4%	84.1%	42.8%	14.2%	47.8%	20.1%	27.7%
E	341	308	263	102	45	166	47	120
%V	7.3%	6.9%	6.3%	5.0%	5.4%	6.3%	3.7%	8.9%
%H		90.3%	77.1%	29.9%	13.2%	48.7%	13.8%	35.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC London
Individual level data
Table 1.27: Working Status (Males 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	4695	4440	4194	2051	838	2625	1272	1353
%H		94.6%	89.3%	43.7%	17.8%	55.9%	27.1%	28.8%
Working full time	2894	2769	2669	1349	578	1625	854	771
%V	61.6%	62.4%	63.6%	65.8%	69.0%	61.9%	67.1%	57.0%
%H		95.7%	92.2%	46.6%	20.0%	56.2%	29.5%	26.6%
Working part time	248	230	211	101	40	132	58	73
%V	5.3%	5.2%	5.0%	4.9%	4.8%	5.0%	4.6%	5.4%
%H		92.7%	85.1%	40.7%	16.1%	53.2%	23.4%	29.4%
Not working	1552	1442	1314	601	220	867	359	508
%V	33.1%	32.5%	31.3%	29.3%	26.3%	33.0%	28.2%	37.5%
%H		92.9%	84.7%	38.7%	14.2%	55.9%	23.1%	32.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4854	4676	4380	2041	836	2813	1264	1548
%H		96.3%	90.2%	42.0%	17.2%	58.0%	26.0%	31.9%
16 - 19	253	246	236	130	48	154	94	60
%V	5.2%	5.3%	5.4%	6.4%	5.7%	5.5%	7.4%	3.9%
%H		97.2%	93.3%	51.4%	19.0%	60.9%	37.2%	23.7%
20 - 24	397	366	348	170	76	226	121	105
%V	8.2%	7.8%	7.9%	8.3%	9.1%	8.0%	9.6%	6.8%
%H		92.2%	87.7%	42.8%	19.1%	56.9%	30.5%	26.4%
25 - 34	1012	934	894	471	170	488	224	264
%V	20.8%	20.0%	20.4%	23.1%	20.3%	17.3%	17.7%	17.1%
%H		92.3%	88.3%	46.5%	16.8%	48.2%	22.1%	26.1%
35 - 44	917	892	855	449	180	494	256	238
%V	18.9%	19.1%	19.5%	22.0%	21.5%	17.6%	20.3%	15.4%
%H		97.3%	93.2%	49.0%	19.6%	53.9%	27.9%	26.0%
45 - 54	822	809	775	361	173	524	274	250
%V	16.9%	17.3%	17.7%	17.7%	20.7%	18.6%	21.7%	16.1%
%H		98.4%	94.3%	43.9%	21.0%	63.7%	33.3%	30.4%
55 - 64	592	580	550	244	107	378	172	205
%V	12.2%	12.4%	12.6%	12.0%	12.8%	13.4%	13.6%	13.2%
%H		98.0%	92.9%	41.2%	18.1%	63.9%	29.1%	34.6%
65+	861	849	723	216	83	548	122	427
%V	17.7%	18.2%	16.5%	10.6%	9.9%	19.5%	9.7%	27.6%
%H		98.6%	84.0%	25.1%	9.6%	63.6%	14.2%	49.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4854	4676	4380	2041	836	2813	1264	1548
%H		96.3%	90.2%	42.0%	17.2%	58.0%	26.0%	31.9%
AB	1417	1378	1332	625	265	852	394	457
%V	29.2%	29.5%	30.4%	30.6%	31.7%	30.3%	31.2%	29.5%
%H		97.2%	94.0%	44.1%	18.7%	60.1%	27.8%	32.3%
C1	1569	1502	1411	627	289	938	426	511
%V	32.3%	32.1%	32.2%	30.7%	34.6%	33.3%	33.7%	33.0%
%H		95.7%	89.9%	40.0%	18.4%	59.8%	27.2%	32.6%
C2	744	722	688	367	134	431	236	195
%V	15.3%	15.4%	15.7%	18.0%	16.0%	15.3%	18.7%	12.6%
%H		97.0%	92.5%	49.3%	18.0%	57.9%	31.7%	26.2%
D	644	608	554	262	95	333	133	200
%V	13.3%	13.0%	12.6%	12.8%	11.4%	11.8%	10.5%	12.9%
%H		94.4%	86.0%	40.7%	14.8%	51.7%	20.7%	31.1%
E	480	465	395	160	53	259	74	185
%V	9.9%	9.9%	9.0%	7.8%	6.3%	9.2%	5.9%	12.0%
%H		96.9%	82.3%	33.3%	11.0%	54.0%	15.4%	38.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	4854	4676	4380	2041	836	2813	1264	1548
%H		96.3%	90.2%	42.0%	17.2%	58.0%	26.0%	31.9%
Working full time	1770	1707	1639	782	351	1033	512	521
%V	36.5%	36.5%	37.4%	38.3%	42.0%	36.7%	40.5%	33.7%
%H		96.4%	92.6%	44.2%	19.8%	58.4%	28.9%	29.4%
Working part time	722	695	668	323	144	433	225	208
%V	14.9%	14.9%	15.3%	15.8%	17.2%	15.4%	17.8%	13.4%
%H		96.3%	92.5%	44.7%	19.9%	60.0%	31.2%	28.8%
Not working	2363	2274	2073	936	341	1347	527	819
%V	48.7%	48.6%	47.3%	45.9%	40.8%	47.9%	41.7%	52.9%
%H		96.2%	87.7%	39.6%	14.4%	57.0%	22.3%	34.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South East

Household level data

Table 2.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	925	893	830	457	74	524	222	302
%H (All HH)		96.5%	89.7%	49.4%	8.0%	56.6%	24.0%	32.6%
%H (TV HH)			92.9%	51.2%	8.3%	58.7%	24.9%	33.8%
AB	223	219	207	119	17	133	60	73
%V	24.1%	24.5%	24.9%	26.0%	23.0%	25.4%	27.0%	24.2%
%H (All HH)		98.2%	92.8%	53.4%	7.6%	59.6%	26.9%	32.7%
%H (TV HH)			94.5%	54.3%	7.8%	60.7%	27.4%	33.3%
C1	270	260	243	139	25	152	72	80
%V	29.2%	29.1%	29.3%	30.4%	33.8%	29.0%	32.4%	26.5%
%H (All HH)		96.3%	90.0%	51.5%	9.3%	56.3%	26.7%	29.6%
%H (TV HH)			93.5%	53.5%	9.6%	58.5%	27.7%	30.8%
C2	204	198	183	101	15	116	49	67
%V	22.1%	22.2%	22.0%	22.1%	20.3%	22.1%	22.1%	22.2%
%H (All HH)		97.1%	89.7%	49.5%	7.4%	56.9%	24.0%	32.8%
%H (TV HH)			92.4%	51.0%	7.6%	58.6%	24.7%	33.8%
D	123	117	107	55	13	67	27	40
%V	13.3%	13.1%	12.9%	12.0%	17.6%	12.8%	12.2%	13.2%
%H (All HH)		95.1%	87.0%	44.7%	10.6%	54.5%	22.0%	32.5%
%H (TV HH)			91.5%	47.0%	11.1%	57.3%	23.1%	34.2%
E	104	99	89	43	4	56	14	42
%V	11.2%	11.1%	10.7%	9.4%	5.4%	10.7%	6.3%	13.9%
%H (All HH)		95.2%	85.6%	41.3%	3.8%	53.8%	13.5%	40.4%
%H (TV HH)			89.9%	43.4%	4.0%	56.6%	14.1%	42.4%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South East

Household level data

Table 2.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	925	893	830	457	74	524	222	302
%H (All HH)		96.5%	89.7%	49.4%	8.0%	56.6%	24.0%	32.6%
%H (TV HH)			92.9%	51.2%	8.3%	58.7%	24.9%	33.8%
Under 25	30	23	20	9	0	11	0	11
%V	3.2%	2.6%	2.4%	2.0%	0.0%	2.1%	0.0%	3.6%
%H (All HH)		76.7%	66.7%	30.0%	0.0%	36.7%	0.0%	36.7%
%H (TV HH)			87.0%	39.1%	0.0%	47.8%	0.0%	47.8%
25 - 34	116	110	105	66	15	54	30	24
%V	12.5%	12.3%	12.7%	14.4%	20.3%	10.3%	13.5%	7.9%
%H (All HH)		94.8%	90.5%	56.9%	12.9%	46.6%	25.9%	20.7%
%H (TV HH)			95.5%	60.0%	13.6%	49.1%	27.3%	21.8%
35 - 44	143	138	136	83	24	76	47	29
%V	15.5%	15.5%	16.4%	18.2%	32.4%	14.5%	21.2%	9.6%
%H (All HH)		96.5%	95.1%	58.0%	16.8%	53.1%	32.9%	20.3%
%H (TV HH)			98.6%	60.1%	17.4%	55.1%	34.1%	21.0%
45 - 54	178	172	166	107	15	101	55	46
%V	19.2%	19.3%	20.0%	23.4%	20.3%	19.3%	24.8%	15.2%
%H (All HH)		96.6%	93.3%	60.1%	8.4%	56.7%	30.9%	25.8%
%H (TV HH)			96.5%	62.2%	8.7%	58.7%	32.0%	26.7%
55 - 64	171	165	156	87	10	102	43	59
%V	18.5%	18.5%	18.8%	19.0%	13.5%	19.5%	19.4%	19.5%
%H (All HH)		96.5%	91.2%	50.9%	5.8%	59.6%	25.1%	34.5%
%H (TV HH)			94.5%	52.7%	6.1%	61.8%	26.1%	35.8%
65 +	287	285	247	105	9	180	47	134
%V	31.0%	31.9%	29.8%	23.0%	12.2%	34.4%	21.2%	44.4%
%H (All HH)		99.3%	86.1%	36.6%	3.1%	62.7%	16.4%	46.7%
%H (TV HH)			86.7%	36.8%	3.2%	63.2%	16.5%	47.0%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South East

Household level data

Table 2.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	925	893	830	457	74	524	222	302
%H (All HH)		96.5%	89.7%	49.4%	8.0%	56.6%	24.0%	32.6%
%H (TV HH)			92.9%	51.2%	8.3%	58.7%	24.9%	33.8%
1	311	297	255	110	13	172	39	133
%V	33.6%	33.3%	30.7%	24.1%	17.6%	32.8%	17.6%	44.0%
%H (All HH)		95.5%	82.0%	35.4%	4.2%	55.3%	12.5%	42.8%
%H (TV HH)			85.9%	37.0%	4.4%	57.9%	13.1%	44.8%
2	308	301	289	159	23	191	83	107
%V	33.3%	33.7%	34.8%	34.8%	31.1%	36.5%	37.4%	35.4%
%H (All HH)		97.7%	93.8%	51.6%	7.5%	62.0%	26.9%	34.7%
%H (TV HH)			96.0%	52.8%	7.6%	63.5%	27.6%	35.5%
3	133	131	126	82	13	71	40	31
%V	14.4%	14.7%	15.2%	17.9%	17.6%	13.5%	18.0%	10.3%
%H (All HH)		98.5%	94.7%	61.7%	9.8%	53.4%	30.1%	23.3%
%H (TV HH)			96.2%	62.6%	9.9%	54.2%	30.5%	23.7%
4	112	110	107	72	16	60	39	21
%V	12.1%	12.3%	12.9%	15.8%	21.6%	11.5%	17.6%	7.0%
%H (All HH)		98.2%	95.5%	64.3%	14.3%	53.6%	34.8%	18.8%
%H (TV HH)			97.3%	65.5%	14.5%	54.5%	35.5%	19.1%
5+	60	54	53	34	9	31	21	11
%V	6.5%	6.0%	6.4%	7.4%	12.2%	5.9%	9.5%	3.6%
%H (All HH)		90.0%	88.3%	56.7%	15.0%	51.7%	35.0%	18.3%
%H (TV HH)			98.1%	63.0%	16.7%	57.4%	38.9%	20.4%
Average HH size	2.26	2.26	2.31	2.49	2.81	2.23	2.64	1.92

Base: BBC South East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South East

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	925	893	830	457	74	524	222	302
%H (All HH)		96.5%	89.7%	49.4%	8.0%	56.6%	24.0%	32.6%
%H (TV HH)			92.9%	51.2%	8.3%	58.7%	24.9%	33.8%
Without	711	684	627	326	45	417	160	257
%V	76.9%	76.6%	75.5%	71.3%	60.8%	79.6%	72.1%	85.1%
%H (All HH)		96.2%	88.2%	45.9%	6.3%	58.6%	22.5%	36.1%
%H (TV HH)			91.7%	47.7%	6.6%	61.0%	23.4%	37.6%
With	214	209	202	131	28	107	62	45
%V	23.1%	23.4%	24.3%	28.7%	37.8%	20.4%	27.9%	14.9%
%H (All HH)		97.7%	94.4%	61.2%	13.1%	50.0%	29.0%	21.0%
%H (TV HH)			96.7%	62.7%	13.4%	51.2%	29.7%	21.5%
0 - 3	80	79	76	46	13	36	19	17
%V	8.6%	8.8%	9.2%	10.1%	17.6%	6.9%	8.6%	5.6%
%H (All HH)		98.8%	95.0%	57.5%	16.3%	45.0%	23.8%	21.3%
%H (TV HH)			96.2%	58.2%	16.5%	45.6%	24.1%	21.5%
4 - 9	103	100	97	64	15	51	32	19
%V	11.1%	11.2%	11.7%	14.0%	20.3%	9.7%	14.4%	6.3%
%H (All HH)		97.1%	94.2%	62.1%	14.6%	49.5%	31.1%	18.4%
%H (TV HH)			97.0%	64.0%	15.0%	51.0%	32.0%	19.0%
10 - 15	109	108	105	71	14	59	38	22
%V	11.8%	12.1%	12.7%	15.5%	18.9%	11.3%	17.1%	7.3%
%H (All HH)		99.1%	96.3%	65.1%	12.8%	54.1%	34.9%	20.2%
%H (TV HH)			97.2%	65.7%	13.0%	54.6%	35.2%	20.4%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South East

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	925	893	830	457	74	524	222	302
%H (All HH)		96.5%	89.7%	49.4%	8.0%	56.6%	24.0%	32.6%
%H (TV HH)			92.9%	51.2%	8.3%	58.7%	24.9%	33.8%
1	346	346	303	145	22	170	34	136
%V	37.4%	38.7%	36.5%	31.7%	29.7%	32.4%	15.3%	45.0%
%H (All HH)		100.0%	87.6%	41.9%	6.4%	49.1%	9.8%	39.3%
%H (TV HH)			87.6%	41.9%	6.4%	49.1%	9.8%	39.3%
2	291	291	276	152	25	177	78	100
%V	31.5%	32.6%	33.3%	33.3%	33.8%	33.8%	35.1%	33.1%
%H (All HH)		100.0%	94.8%	52.2%	8.6%	60.8%	26.8%	34.4%
%H (TV HH)			94.8%	52.2%	8.6%	60.8%	26.8%	34.4%
3	160	160	156	99	18	103	62	41
%V	17.3%	17.9%	18.8%	21.7%	24.3%	19.7%	27.9%	13.6%
%H (All HH)		100.0%	97.5%	61.9%	11.3%	64.4%	38.8%	25.6%
%H (TV HH)			97.5%	61.9%	11.3%	64.4%	38.8%	25.6%
4	61	61	60	40	5	46	31	15
%V	6.6%	6.8%	7.2%	8.8%	6.8%	8.8%	14.0%	5.0%
%H (All HH)		100.0%	98.4%	65.6%	8.2%	75.4%	50.8%	24.6%
%H (TV HH)			98.4%	65.6%	8.2%	75.4%	50.8%	24.6%
5+	35	35	35	21	4	28	18	11
%V	3.8%	3.9%	4.2%	4.6%	5.4%	5.3%	8.1%	3.6%
%H (All HH)		100.0%	100.0%	60.0%	11.4%	80.0%	51.4%	31.4%
%H (TV HH)			100.0%	60.0%	11.4%	80.0%	51.4%	31.4%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South East
Household level data
Table 2.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	925	893	830	457	74	524	222	302
%H (All HH)		96.5%	89.7%	49.4%	8.0%	56.6%	24.0%	32.6%
%H (TV HH)			92.9%	51.2%	8.3%	58.7%	24.9%	33.8%
Under 20"	370	370	351	187	39	249	122	127
%V	40.0%	41.4%	42.3%	40.9%	52.7%	47.5%	55.0%	42.1%
%H (All HH)		100.0%	94.9%	50.5%	10.5%	67.3%	33.0%	34.3%
%H (TV HH)			94.9%	50.5%	10.5%	67.3%	33.0%	34.3%
20" - 29"	426	426	383	198	26	263	103	160
%V	46.1%	47.7%	46.1%	43.3%	35.1%	50.2%	46.4%	53.0%
%H (All HH)		100.0%	89.9%	46.5%	6.1%	61.7%	24.2%	37.6%
%H (TV HH)			89.9%	46.5%	6.1%	61.7%	24.2%	37.6%
30" - 39"	435	435	421	250	41	268	136	132
%V	47.0%	48.7%	50.7%	54.7%	55.4%	51.1%	61.3%	43.7%
%H (All HH)		100.0%	96.8%	57.5%	9.4%	61.6%	31.3%	30.3%
%H (TV HH)			96.8%	57.5%	9.4%	61.6%	31.3%	30.3%
40" and over	242	242	242	171	23	137	87	50
%V	26.2%	27.1%	29.2%	37.4%	31.1%	26.1%	39.2%	16.6%
%H (All HH)		100.0%	100.0%	70.7%	9.5%	56.6%	36.0%	20.7%
%H (TV HH)			100.0%	70.7%	9.5%	56.6%	36.0%	20.7%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South East
Household level data
Table 2.7: Location of ANY set in household

Platforms available in household

	All	TV	Multi-	DSat	Cable	DTT	DTT +	DTT only
	HH	HH	channel	HH	HH	HH	Cab/DSat	HH
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	925	893	830	457	74	524	222	302
%H (All HH)		96.5%	89.7%	49.4%	8.0%	56.6%	24.0%	32.6%
%H (TV HH)			92.9%	51.2%	8.3%	58.7%	24.9%	33.8%
Main living room	885	885	826	456	74	520	221	299
%V	95.7%	99.1%	99.5%	99.8%	100.0%	99.2%	99.5%	99.0%
%H (All HH)		100.0%	93.3%	51.5%	8.4%	58.8%	25.0%	33.8%
%H (TV HH)			93.3%	51.5%	8.4%	58.8%	25.0%	33.8%
Kitchen	126	126	124	71	8	92	47	45
%V	13.6%	14.1%	14.9%	15.5%	10.8%	17.6%	21.2%	14.9%
%H (All HH)		100.0%	98.4%	56.3%	6.3%	73.0%	37.3%	35.7%
%H (TV HH)			98.4%	56.3%	6.3%	73.0%	37.3%	35.7%
Adult's bedroom	425	425	409	247	42	274	150	123
%V	45.9%	47.6%	49.3%	54.0%	56.8%	52.3%	67.6%	40.7%
%H (All HH)		100.0%	96.2%	58.1%	9.9%	64.5%	35.3%	28.9%
%H (TV HH)			96.2%	58.1%	9.9%	64.5%	35.3%	28.9%
Child's bedroom	82	82	81	52	11	57	38	19
%V	8.9%	9.2%	9.8%	11.4%	14.9%	10.9%	17.1%	6.3%
%H (All HH)		100.0%	98.8%	63.4%	13.4%	69.5%	46.3%	23.2%
%H (TV HH)			98.8%	63.4%	13.4%	69.5%	46.3%	23.2%
Other bedroom	30	30	29	19	1	18	9	9
%V	3.2%	3.4%	3.5%	4.2%	1.4%	3.4%	4.1%	3.0%
%H (All HH)		100.0%	96.7%	63.3%	3.3%	60.0%	30.0%	30.0%
%H (TV HH)			96.7%	63.3%	3.3%	60.0%	30.0%	30.0%
Second living/dining room	95	95	92	54	6	66	34	32
%V	10.3%	10.6%	11.1%	11.8%	8.1%	12.6%	15.3%	10.6%
%H (All HH)		100.0%	96.8%	56.8%	6.3%	69.5%	35.8%	33.7%
%H (TV HH)			96.8%	56.8%	6.3%	69.5%	35.8%	33.7%
Study/office	25	25	24	16	2	15	9	6
%V	2.7%	2.8%	2.9%	3.5%	2.7%	2.9%	4.1%	2.0%
%H (All HH)		100.0%	96.0%	64.0%	8.0%	60.0%	36.0%	24.0%
%H (TV HH)			96.0%	64.0%	8.0%	60.0%	36.0%	24.0%
TV room	8	8	7	5	0	6	4	2
%V	0.9%	0.9%	0.8%	1.1%	0.0%	1.1%	1.8%	0.7%
%H (All HH)		100.0%	87.5%	62.5%	0.0%	75.0%	50.0%	25.0%
%H (TV HH)			87.5%	62.5%	0.0%	75.0%	50.0%	25.0%
No specific location	1	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.2%	0.0%	0.2%	0.5%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Other	4	4	4	2	0	3	2	2
%V	0.4%	0.4%	0.5%	0.4%	0.0%	0.6%	0.9%	0.7%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	75.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	75.0%	50.0%	50.0%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South East
Household level data
Table 2.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	925	893	830	457	74	524	222	302
%H (All HH)		96.5%	89.7%	49.4%	8.0%	56.6%	24.0%	32.6%
%H (TV HH)			92.9%	51.2%	8.3%	58.7%	24.9%	33.8%
PVR	451	451	450	320	41	257	165	92
%V	48.8%	50.5%	54.2%	70.0%	55.4%	49.0%	74.3%	30.5%
%H (All HH)		100.0%	99.8%	71.0%	9.1%	57.0%	36.6%	20.4%
%H (TV HH)			99.8%	71.0%	9.1%	57.0%	36.6%	20.4%
DVDR	132	132	127	73	10	87	42	45
%V	14.3%	14.8%	15.3%	16.0%	13.5%	16.6%	18.9%	14.9%
%H (All HH)		100.0%	96.2%	55.3%	7.6%	65.9%	31.8%	34.1%
%H (TV HH)			96.2%	55.3%	7.6%	65.9%	31.8%	34.1%
VCR	201	201	180	85	14	128	47	81
%V	21.7%	22.5%	21.7%	18.6%	18.9%	24.4%	21.2%	26.8%
%H (All HH)		100.0%	89.6%	42.3%	7.0%	63.7%	23.4%	40.3%
%H (TV HH)			89.6%	42.3%	7.0%	63.7%	23.4%	40.3%
Any recorder	606	606	583	366	51	357	188	169
%V	65.5%	67.9%	70.2%	80.1%	68.9%	68.1%	84.7%	56.0%
%H (All HH)		100.0%	96.2%	60.4%	8.4%	58.9%	31.0%	27.9%
%H (TV HH)			96.2%	60.4%	8.4%	58.9%	31.0%	27.9%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South East
Household level data
Table 2.9: Other TV equipment
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	925	893	830	457	74	524	222	302
%H (All HH)		96.5%	89.7%	49.4%	8.0%	56.6%	24.0%	32.6%
%H (TV HH)			92.9%	51.2%	8.3%	58.7%	24.9%	33.8%
Receives HDTV (via STB or built-in reception)	291	291	291	195	43	178	123	55
%V	31.5%	32.6%	35.1%	42.7%	58.1%	34.0%	55.4%	18.2%
%H (All HH)		100.0%	100.0%	67.0%	14.8%	61.2%	42.3%	18.9%
%H (TV HH)			100.0%	67.0%	14.8%	61.2%	42.3%	18.9%
DVD/Blu-ray player or recorder	747	747	717	406	68	451	205	246
%V	80.8%	83.7%	86.4%	88.8%	91.9%	86.1%	92.3%	81.5%
%H (All HH)		100.0%	96.0%	54.4%	9.1%	60.4%	27.4%	32.9%
%H (TV HH)			96.0%	54.4%	9.1%	60.4%	27.4%	32.9%

Base: BBC South East - Households (000s)
%V = percentage of vertical total
%H (ALL HH) = percentage of horizontal total - All HH
%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South East
Household level data
Table 2.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	925	893	830	457	74	524	222	302
%H (All HH)		96.5%	89.7%	49.4%	8.0%	56.6%	24.0%	32.6%
%H (TV HH)			92.9%	51.2%	8.3%	58.7%	24.9%	33.8%
Has PC or Laptop	712	687	661	397	67	397	197	201
%V	77.0%	76.9%	79.6%	86.9%	90.5%	75.8%	88.7%	66.6%
%H (All HH)		96.5%	92.8%	55.8%	9.4%	55.8%	27.7%	28.2%
%H (TV HH)			96.2%	57.8%	9.8%	57.8%	28.7%	29.3%
Has broadband internet	661	640	618	378	67	366	189	177
%V	71.5%	71.7%	74.5%	82.7%	90.5%	69.8%	85.1%	58.6%
%H (All HH)		96.8%	93.5%	57.2%	10.1%	55.4%	28.6%	26.8%
%H (TV HH)			96.6%	59.1%	10.5%	57.2%	29.5%	27.7%

Base: BBC South East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South East
Set level data
Table 2.11: Screen Size
Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1836	1747	1020	165	1167	593	574
%H		95.2%	55.6%	9.0%	63.6%	32.3%	31.3%
Under 20"	552	528	286	61	386	200	186
%V	30.1%	30.2%	28.0%	37.0%	33.1%	33.7%	32.4%
%H		95.7%	51.8%	11.1%	69.9%	36.2%	33.7%
20" - 29"	515	465	243	33	320	130	190
%V	28.1%	26.6%	23.8%	20.0%	27.4%	21.9%	33.1%
%H		90.3%	47.2%	6.4%	62.1%	25.2%	36.9%
30" - 39"	487	473	291	46	299	159	140
%V	26.5%	27.1%	28.5%	27.9%	25.6%	26.8%	24.4%
%H		97.1%	59.8%	9.4%	61.4%	32.6%	28.7%
40" and over	271	271	194	25	156	101	54
%V	14.8%	15.5%	19.0%	15.2%	13.4%	17.0%	9.4%
%H		100.0%	71.6%	9.2%	57.6%	37.3%	19.9%
Don't know	12	10	6	0	6	2	5
%V	0.7%	0.6%	0.6%	0.0%	0.5%	0.3%	0.9%
%H		83.3%	50.0%	0.0%	50.0%	16.7%	41.7%

Base: BBC South East - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South East
Set level data
Table 2.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1836	1747	1020	165	1167	593	574
%H		95.2%	55.6%	9.0%	63.6%	32.3%	31.3%
Main living room	888	828	456	75	522	221	300
%V	48.4%	47.4%	44.7%	45.5%	44.7%	37.3%	52.3%
%H		93.2%	51.4%	8.4%	58.8%	24.9%	33.8%
Kitchen	127	124	71	8	92	47	45
%V	6.9%	7.1%	7.0%	4.8%	7.9%	7.9%	7.8%
%H		97.6%	55.9%	6.3%	72.4%	37.0%	35.4%
Adult's bedroom	540	522	319	58	359	208	151
%V	29.4%	29.9%	31.3%	35.2%	30.8%	35.1%	26.3%
%H		96.7%	59.1%	10.7%	66.5%	38.5%	28.0%
Child's bedroom	110	108	69	15	80	54	26
%V	6.0%	6.2%	6.8%	9.1%	6.9%	9.1%	4.5%
%H		98.2%	62.7%	13.6%	72.7%	49.1%	23.6%
Other bedroom	34	33	22	1	22	12	10
%V	1.9%	1.9%	2.2%	0.6%	1.9%	2.0%	1.7%
%H		97.1%	64.7%	2.9%	64.7%	35.3%	29.4%
Second living/dining room	98	95	57	6	67	34	33
%V	5.3%	5.4%	5.6%	3.6%	5.7%	5.7%	5.7%
%H		96.9%	58.2%	6.1%	68.4%	34.7%	33.7%
Study/office	26	24	17	2	15	9	6
%V	1.4%	1.4%	1.7%	1.2%	1.3%	1.5%	1.0%
%H		92.3%	65.4%	7.7%	57.7%	34.6%	23.1%
TV room	8	7	5	0	6	4	2
%V	0.4%	0.4%	0.5%	0.0%	0.5%	0.7%	0.3%
%H		87.5%	62.5%	0.0%	75.0%	50.0%	25.0%
No specific location	1	1	1	0	1	1	0
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Other	4	4	2	0	3	2	2
%V	0.2%	0.2%	0.2%	0.0%	0.3%	0.3%	0.3%
%H		100.0%	50.0%	0.0%	75.0%	50.0%	50.0%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South East
Set level data
Table 2.13: Recorders
Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1836	1747	1020	165	1167	593	574
%H		95.2%	55.6%	9.0%	63.6%	32.3%	31.3%
PVR	559	558	411	53	308	208	100
%V	30.4%	31.9%	40.3%	32.1%	26.4%	35.1%	17.4%
%H		99.8%	73.5%	9.5%	55.1%	37.2%	17.9%
DVDR	154	149	90	11	98	49	49
%V	8.4%	8.5%	8.8%	6.7%	8.4%	8.3%	8.5%
%H		96.8%	58.4%	7.1%	63.6%	31.8%	31.8%
VCR	226	203	97	17	146	56	90
%V	12.3%	11.6%	9.5%	10.3%	12.5%	9.4%	15.7%
%H		89.8%	42.9%	7.5%	64.6%	24.8%	39.8%
Any recorder	786	761	498	69	458	258	200
%V	42.8%	43.6%	48.8%	41.8%	39.2%	43.5%	34.8%
%H		96.8%	63.4%	8.8%	58.3%	32.8%	25.4%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 2.14: Other TV equipment
Platforms available in household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1836	1747	1020	165	1167	593	574
%H		95.2%	55.6%	9.0%	63.6%	32.3%	31.3%
Receives HDTV (via STB or built-in reception)	359	359	241	58	219	156	64
%V	19.6%	20.5%	23.6%	35.2%	18.8%	26.3%	11.1%
%H		100.0%	67.1%	16.2%	61.0%	43.5%	17.8%
DVD/Blu-ray player or recorder	1112	1077	649	106	709	378	331
%V	60.6%	61.6%	63.6%	64.2%	60.8%	63.7%	57.7%
%H		96.9%	58.4%	9.5%	63.8%	34.0%	29.8%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South East
Set level data
Table 2.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	893	830	457	74	524	222	302
%H		92.9%	51.2%	8.3%	58.7%	24.9%	33.8%
Under 20"	26	17	5	1	13	1	11
%V	2.9%	2.0%	1.1%	1.4%	2.5%	0.5%	3.6%
%H		65.4%	19.2%	3.8%	50.0%	3.8%	42.3%
20" - 29"	251	212	84	13	144	29	115
%V	28.1%	25.5%	18.4%	17.6%	27.5%	13.1%	38.1%
%H		84.5%	33.5%	5.2%	57.4%	11.6%	45.8%
30" - 39"	375	362	199	39	235	109	125
%V	42.0%	43.6%	43.5%	52.7%	44.8%	49.1%	41.4%
%H		96.5%	53.1%	10.4%	62.7%	29.1%	33.3%
40" and over	233	232	165	21	129	81	47
%V	26.1%	28.0%	36.1%	28.4%	24.6%	36.5%	15.6%
%H		99.6%	70.8%	9.0%	55.4%	34.8%	20.2%
Don't know	8	7	3	0	4	1	4
%V	0.9%	0.8%	0.7%	0.0%	0.8%	0.5%	1.3%
%H		87.5%	37.5%	0.0%	50.0%	12.5%	50.0%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South East

Set level data

Table 2.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	893	830	457	74	524	222	302
%H		92.9%	51.2%	8.3%	58.7%	24.9%	33.8%
PVR	440	440	315	40	247	159	88
%V	49.3%	53.0%	68.9%	54.1%	47.1%	71.6%	29.1%
%H		100.0%	71.6%	9.1%	56.1%	36.1%	20.0%
DVDR	119	114	64	10	77	35	42
%V	13.3%	13.7%	14.0%	13.5%	14.7%	15.8%	13.9%
%H		95.8%	53.8%	8.4%	64.7%	29.4%	35.3%
VCR	165	145	67	12	105	37	68
%V	18.5%	17.5%	14.7%	16.2%	20.0%	16.7%	22.5%
%H		87.9%	40.6%	7.3%	63.6%	22.4%	41.2%
Any recorder	592	570	359	51	345	182	163
%V	66.3%	68.7%	78.6%	68.9%	65.8%	82.0%	54.0%
%H		96.3%	60.6%	8.6%	58.3%	30.7%	27.5%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	893	830	457	74	524	222	302
%H		92.9%	51.2%	8.3%	58.7%	24.9%	33.8%
Receives HDTV (via STB or built-in reception)	280	280	189	42	170	119	51
%V	31.4%	33.7%	41.4%	56.8%	32.4%	53.6%	16.9%
%H		100.0%	67.5%	15.0%	60.7%	42.5%	18.2%
DVD/Blu-ray player or recorder	713	684	386	64	431	194	237
%V	79.8%	82.4%	84.5%	86.5%	82.3%	87.4%	78.5%
%H		95.9%	54.1%	9.0%	60.4%	27.2%	33.2%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South East

Set level data

Table 2.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	943	918	563	91	643	371	272
%H		97.3%	59.7%	9.7%	68.2%	39.3%	28.8%
Under 20"	526	511	281	60	373	199	174
%V	55.8%	55.7%	49.9%	65.9%	58.0%	53.6%	64.0%
%H		97.1%	53.4%	11.4%	70.9%	37.8%	33.1%
20" - 29"	263	254	159	20	177	101	76
%V	27.9%	27.7%	28.2%	22.0%	27.5%	27.2%	27.9%
%H		96.6%	60.5%	7.6%	67.3%	38.4%	28.9%
30" - 39"	111	111	92	7	64	50	14
%V	11.8%	12.1%	16.3%	7.7%	10.0%	13.5%	5.1%
%H		100.0%	82.9%	6.3%	57.7%	45.0%	12.6%
40" and over	38	38	29	4	27	20	7
%V	4.0%	4.1%	5.2%	4.4%	4.2%	5.4%	2.6%
%H		100.0%	76.3%	10.5%	71.1%	52.6%	18.4%
Don't know	4	3	2	0	2	1	1
%V	0.4%	0.3%	0.4%	0.0%	0.3%	0.3%	0.4%
%H		75.0%	50.0%	0.0%	50.0%	25.0%	25.0%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South East

Set level data

Table 2.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	943	918	563	91	643	371	272
%H		97.3%	59.7%	9.7%	68.2%	39.3%	28.8%
PVR	118	118	96	13	61	49	12
%V	12.5%	12.9%	17.1%	14.3%	9.5%	13.2%	4.4%
%H		100.0%	81.4%	11.0%	51.7%	41.5%	10.2%
DVDR	35	35	26	2	22	14	7
%V	3.7%	3.8%	4.6%	2.2%	3.4%	3.8%	2.6%
%H		100.0%	74.3%	5.7%	62.9%	40.0%	20.0%
VCR	61	58	30	5	41	19	22
%V	6.5%	6.3%	5.3%	5.5%	6.4%	5.1%	8.1%
%H		95.1%	49.2%	8.2%	67.2%	31.1%	36.1%
Any recorder	195	191	139	18	113	76	37
%V	20.7%	20.8%	24.7%	19.8%	17.6%	20.5%	13.6%
%H		97.9%	71.3%	9.2%	57.9%	39.0%	19.0%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	943	918	563	91	643	371	272
%H		97.3%	59.7%	9.7%	68.2%	39.3%	28.8%
Receives HDTV (via STB or built-in reception)	79	79	52	16	49	36	13
%V	8.4%	8.6%	9.2%	17.6%	7.6%	9.7%	4.8%
%H		100.0%	65.8%	20.3%	62.0%	45.6%	16.5%
DVD/Blu-ray player or recorder	399	393	263	42	278	184	94
%V	42.3%	42.8%	46.7%	46.2%	43.2%	49.6%	34.6%
%H		98.5%	65.9%	10.5%	69.7%	46.1%	23.6%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South East

Individual level data

Table 2.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2092	2015	1913	1139	207	1167	587	580
%H		96.3%	91.4%	54.4%	9.9%	55.8%	28.1%	27.7%
Total Children	369	361	350	228	51	182	107	75
%V	17.6%	17.9%	18.3%	20.0%	24.6%	15.6%	18.2%	12.9%
%H		97.8%	94.9%	61.8%	13.8%	49.3%	29.0%	20.3%
0 - 3	96	95	93	55	17	42	21	21
%V	4.6%	4.7%	4.9%	4.8%	8.2%	3.6%	3.6%	3.6%
%H		99.0%	96.9%	57.3%	17.7%	43.8%	21.9%	21.9%
4 - 15	273	266	258	173	34	140	87	54
%V	13.0%	13.2%	13.5%	15.2%	16.4%	12.0%	14.8%	9.3%
%H		97.4%	94.5%	63.4%	12.5%	51.3%	31.9%	19.8%
4 - 9	134	129	124	81	17	67	40	27
%V	6.4%	6.4%	6.5%	7.1%	8.2%	5.7%	6.8%	4.7%
%H		96.3%	92.5%	60.4%	12.7%	50.0%	29.9%	20.1%
10 - 15	139	137	133	92	16	73	47	26
%V	6.6%	6.8%	7.0%	8.1%	7.7%	6.3%	8.0%	4.5%
%H		98.6%	95.7%	66.2%	11.5%	52.5%	33.8%	18.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South East

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2092	2015	1913	1139	207	1167	587	580
%H		96.3%	91.4%	54.4%	9.9%	55.8%	28.1%	27.7%
Total Adults (16+)	1723	1654	1562	911	156	985	480	505
%V	82.4%	82.1%	81.7%	80.0%	75.4%	84.4%	81.8%	87.1%
%H		96.0%	90.7%	52.9%	9.1%	57.2%	27.9%	29.3%
16 - 19	102	92	89	59	13	58	40	18
%V	4.9%	4.6%	4.7%	5.2%	6.3%	5.0%	6.8%	3.1%
%H		90.2%	87.3%	57.8%	12.7%	56.9%	39.2%	17.6%
20 - 24	126	106	98	62	11	57	32	26
%V	6.0%	5.3%	5.1%	5.4%	5.3%	4.9%	5.5%	4.5%
%H		84.1%	77.8%	49.2%	8.7%	45.2%	25.4%	20.6%
25 - 34	227	213	207	130	28	112	63	49
%V	10.9%	10.6%	10.8%	11.4%	13.5%	9.6%	10.7%	8.4%
%H		93.8%	91.2%	57.3%	12.3%	49.3%	27.8%	21.6%
35 - 44	264	255	250	159	44	140	90	50
%V	12.6%	12.7%	13.1%	14.0%	21.3%	12.0%	15.3%	8.6%
%H		96.6%	94.7%	60.2%	16.7%	53.0%	34.1%	18.9%
45 - 54	296	289	278	182	25	169	95	74
%V	14.1%	14.3%	14.5%	16.0%	12.1%	14.5%	16.2%	12.8%
%H		97.6%	93.9%	61.5%	8.4%	57.1%	32.1%	25.0%
55 - 64	285	279	265	153	21	171	78	93
%V	13.6%	13.8%	13.9%	13.4%	10.1%	14.7%	13.3%	16.0%
%H		97.9%	93.0%	53.7%	7.4%	60.0%	27.4%	32.6%
65+	423	420	376	168	14	277	82	195
%V	20.2%	20.8%	19.7%	14.7%	6.8%	23.7%	14.0%	33.6%
%H		99.3%	88.9%	39.7%	3.3%	65.5%	19.4%	46.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South East
Individual level data
Table 2.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		1723	1654	1562	911	156	985	480	505
	%H		96.0%	90.7%	52.9%	9.1%	57.2%	27.9%	29.3%
AB		439	432	414	247	38	270	137	133
	%V	25.5%	26.1%	26.5%	27.1%	24.4%	27.4%	28.5%	26.3%
	%H		98.4%	94.3%	56.3%	8.7%	61.5%	31.2%	30.3%
C1		505	470	448	268	54	278	150	128
	%V	29.3%	28.4%	28.7%	29.4%	34.6%	28.2%	31.3%	25.3%
	%H		93.1%	88.7%	53.1%	10.7%	55.0%	29.7%	25.3%
C2		420	411	388	229	33	245	117	128
	%V	24.4%	24.8%	24.8%	25.1%	21.2%	24.9%	24.4%	25.3%
	%H		97.9%	92.4%	54.5%	7.9%	58.3%	27.9%	30.5%
D		214	204	188	103	28	115	56	59
	%V	12.4%	12.3%	12.0%	11.3%	17.9%	11.7%	11.7%	11.7%
	%H		95.3%	87.9%	48.1%	13.1%	53.7%	26.2%	27.6%
E		145	136	125	64	4	76	20	57
	%V	8.4%	8.2%	8.0%	7.0%	2.6%	7.7%	4.2%	11.3%
	%H		93.8%	86.2%	44.1%	2.8%	52.4%	13.8%	39.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South East
Individual level data
Table 2.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1723	1654	1562	911	156	985	480	505
%H		96.0%	90.7%	52.9%	9.1%	57.2%	27.9%	29.3%
Working full time	710	692	672	421	91	396	232	164
%V	41.2%	41.8%	43.0%	46.2%	58.3%	40.2%	48.3%	32.5%
%H		97.5%	94.6%	59.3%	12.8%	55.8%	32.7%	23.1%
Working part time	195	190	184	114	17	109	54	55
%V	11.3%	11.5%	11.8%	12.5%	10.9%	11.1%	11.3%	10.9%
%H		97.4%	94.4%	58.5%	8.7%	55.9%	27.7%	28.2%
Not working	818	771	706	377	48	480	194	286
%V	47.5%	46.6%	45.2%	41.4%	30.8%	48.7%	40.4%	56.6%
%H		94.3%	86.3%	46.1%	5.9%	58.7%	23.7%	35.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South East

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	832	794	754	443	78	468	231	237
%H		95.4%	90.6%	53.2%	9.4%	56.3%	27.8%	28.5%
16 - 19	50	45	43	29	6	28	21	7
%V	6.0%	5.7%	5.7%	6.5%	7.7%	6.0%	9.1%	3.0%
%H		90.0%	86.0%	58.0%	12.0%	56.0%	42.0%	14.0%
20 - 24	59	52	50	31	6	29	17	12
%V	7.1%	6.5%	6.6%	7.0%	7.7%	6.2%	7.4%	5.1%
%H		88.1%	84.7%	52.5%	10.2%	49.2%	28.8%	20.3%
25 - 34	114	105	102	62	14	54	27	27
%V	13.7%	13.2%	13.5%	14.0%	17.9%	11.5%	11.7%	11.4%
%H		92.1%	89.5%	54.4%	12.3%	47.4%	23.7%	23.7%
35 - 44	126	122	120	76	22	66	43	24
%V	15.1%	15.4%	15.9%	17.2%	28.2%	14.1%	18.6%	10.1%
%H		96.8%	95.2%	60.3%	17.5%	52.4%	34.1%	19.0%
45 - 54	139	134	129	81	12	80	44	36
%V	16.7%	16.9%	17.1%	18.3%	15.4%	17.1%	19.0%	15.2%
%H		96.4%	92.8%	58.3%	8.6%	57.6%	31.7%	25.9%
55 - 64	142	139	132	78	11	86	40	45
%V	17.1%	17.5%	17.5%	17.6%	14.1%	18.4%	17.3%	19.0%
%H		97.9%	93.0%	54.9%	7.7%	60.6%	28.2%	31.7%
65+	201	198	179	87	7	125	40	85
%V	24.2%	24.9%	23.7%	19.6%	9.0%	26.7%	17.3%	35.9%
%H		98.5%	89.1%	43.3%	3.5%	62.2%	19.9%	42.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South East
Individual level data
Table 2.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		832	794	754	443	78	468	231	237
%H			95.4%	90.6%	53.2%	9.4%	56.3%	27.8%	28.5%
AB		225	222	211	127	22	134	70	64
	%V	27.0%	28.0%	28.0%	28.7%	28.2%	28.6%	30.3%	27.0%
	%H		98.7%	93.8%	56.4%	9.8%	59.6%	31.1%	28.4%
C1		221	206	199	125	23	119	67	52
	%V	26.6%	25.9%	26.4%	28.2%	29.5%	25.4%	29.0%	21.9%
	%H		93.2%	90.0%	56.6%	10.4%	53.8%	30.3%	23.5%
C2		221	214	201	114	18	128	59	69
	%V	26.6%	27.0%	26.7%	25.7%	23.1%	27.4%	25.5%	29.1%
	%H		96.8%	91.0%	51.6%	8.1%	57.9%	26.7%	31.2%
D		100	93	88	48	13	54	26	28
	%V	12.0%	11.7%	11.7%	10.8%	16.7%	11.5%	11.3%	11.8%
	%H		93.0%	88.0%	48.0%	13.0%	54.0%	26.0%	28.0%
E		64	59	55	29	1	33	8	25
	%V	7.7%	7.4%	7.3%	6.5%	1.3%	7.1%	3.5%	10.5%
	%H		92.2%	85.9%	45.3%	1.6%	51.6%	12.5%	39.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South East

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	832	794	754	443	78	468	231	237
%H		95.4%	90.6%	53.2%	9.4%	56.3%	27.8%	28.5%
Working full time	455	442	429	268	59	250	144	106
%V	54.7%	55.7%	56.9%	60.5%	75.6%	53.4%	62.3%	44.7%
%H		97.1%	94.3%	58.9%	13.0%	54.9%	31.6%	23.3%
Working part time	40	37	35	18	1	26	10	16
%V	4.8%	4.7%	4.6%	4.1%	1.3%	5.6%	4.3%	6.8%
%H		92.5%	87.5%	45.0%	2.5%	65.0%	25.0%	40.0%
Not working	337	316	290	157	18	192	77	115
%V	40.5%	39.8%	38.5%	35.4%	23.1%	41.0%	33.3%	48.5%
%H		93.8%	86.1%	46.6%	5.3%	57.0%	22.8%	34.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South East

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	891	859	808	468	79	517	249	268
%H		96.4%	90.7%	52.5%	8.9%	58.0%	27.9%	30.1%
16 - 19	51	47	46	30	7	30	20	10
%V	5.7%	5.5%	5.7%	6.4%	8.9%	5.8%	8.0%	3.7%
%H		92.2%	90.2%	58.8%	13.7%	58.8%	39.2%	19.6%
20 - 24	67	54	48	31	5	28	15	13
%V	7.5%	6.3%	5.9%	6.6%	6.3%	5.4%	6.0%	4.9%
%H		80.6%	71.6%	46.3%	7.5%	41.8%	22.4%	19.4%
25 - 34	113	109	104	68	14	58	36	22
%V	12.7%	12.7%	12.9%	14.5%	17.7%	11.2%	14.5%	8.2%
%H		96.5%	92.0%	60.2%	12.4%	51.3%	31.9%	19.5%
35 - 44	138	133	131	83	22	74	47	26
%V	15.5%	15.5%	16.2%	17.7%	27.8%	14.3%	18.9%	9.7%
%H		96.4%	94.9%	60.1%	15.9%	53.6%	34.1%	18.8%
45 - 54	157	155	149	100	13	90	52	38
%V	17.6%	18.0%	18.4%	21.4%	16.5%	17.4%	20.9%	14.2%
%H		98.7%	94.9%	63.7%	8.3%	57.3%	33.1%	24.2%
55 - 64	142	140	133	75	10	86	38	48
%V	15.9%	16.3%	16.5%	16.0%	12.7%	16.6%	15.3%	17.9%
%H		98.6%	93.7%	52.8%	7.0%	60.6%	26.8%	33.8%
65+	223	222	197	81	7	152	43	110
%V	25.0%	25.8%	24.4%	17.3%	8.9%	29.4%	17.3%	41.0%
%H		99.6%	88.3%	36.3%	3.1%	68.2%	19.3%	49.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South East

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	891	859	808	468	79	517	249	268
%H		96.4%	90.7%	52.5%	8.9%	58.0%	27.9%	30.1%
AB	213	210	203	121	16	136	67	69
%V	23.9%	24.4%	25.1%	25.9%	20.3%	26.3%	26.9%	25.7%
%H		98.6%	95.3%	56.8%	7.5%	63.8%	31.5%	32.4%
C1	284	264	249	142	31	159	82	76
%V	31.9%	30.7%	30.8%	30.3%	39.2%	30.8%	32.9%	28.4%
%H		93.0%	87.7%	50.0%	10.9%	56.0%	28.9%	26.8%
C2	199	197	186	114	14	117	58	59
%V	22.3%	22.9%	23.0%	24.4%	17.7%	22.6%	23.3%	22.0%
%H		99.0%	93.5%	57.3%	7.0%	58.8%	29.1%	29.6%
D	114	111	100	55	14	61	30	32
%V	12.8%	12.9%	12.4%	11.8%	17.7%	11.8%	12.0%	11.9%
%H		97.4%	87.7%	48.2%	12.3%	53.5%	26.3%	28.1%
E	80	77	70	35	3	44	12	32
%V	9.0%	9.0%	8.7%	7.5%	3.8%	8.5%	4.8%	11.9%
%H		96.3%	87.5%	43.8%	3.8%	55.0%	15.0%	40.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South East

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	891	859	808	468	79	517	249	268
%H		96.4%	90.7%	52.5%	8.9%	58.0%	27.9%	30.1%
Working full time	255	250	242	153	33	146	88	58
%V	28.6%	29.1%	30.0%	32.7%	41.8%	28.2%	35.3%	21.6%
%H		98.0%	94.9%	60.0%	12.9%	57.3%	34.5%	22.7%
Working part time	155	154	150	95	16	84	45	39
%V	17.4%	17.9%	18.6%	20.3%	20.3%	16.2%	18.1%	14.6%
%H		99.4%	96.8%	61.3%	10.3%	54.2%	29.0%	25.2%
Not working	481	455	416	220	30	288	117	171
%V	54.0%	53.0%	51.5%	47.0%	38.0%	55.7%	47.0%	63.8%
%H		94.6%	86.5%	45.7%	6.2%	59.9%	24.3%	35.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands

Household level data

Table 3.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3542	3434	3252	1297	641	2475	1112	1363
%H (All HH)		97.0%	91.8%	36.6%	18.1%	69.9%	31.4%	38.5%
%H (TV HH)			94.7%	37.8%	18.7%	72.1%	32.4%	39.7%
AB	735	723	695	315	115	526	253	273
%V	20.8%	21.1%	21.4%	24.3%	17.9%	21.3%	22.8%	20.0%
%H (All HH)		98.4%	94.6%	42.9%	15.6%	71.6%	34.4%	37.1%
%H (TV HH)			96.1%	43.6%	15.9%	72.8%	35.0%	37.8%
C1	915	878	837	344	173	642	305	337
%V	25.8%	25.6%	25.7%	26.5%	27.0%	25.9%	27.4%	24.7%
%H (All HH)		96.0%	91.5%	37.6%	18.9%	70.2%	33.3%	36.8%
%H (TV HH)			95.3%	39.2%	19.7%	73.1%	34.7%	38.4%
C2	747	730	711	289	161	550	282	268
%V	21.1%	21.3%	21.9%	22.3%	25.1%	22.2%	25.4%	19.7%
%H (All HH)		97.7%	95.2%	38.7%	21.6%	73.6%	37.8%	35.9%
%H (TV HH)			97.4%	39.6%	22.1%	75.3%	38.6%	36.7%
D	640	623	590	231	119	437	183	254
%V	18.1%	18.1%	18.1%	17.8%	18.6%	17.7%	16.5%	18.6%
%H (All HH)		97.3%	92.2%	36.1%	18.6%	68.3%	28.6%	39.7%
%H (TV HH)			94.7%	37.1%	19.1%	70.1%	29.4%	40.8%
E	505	480	419	118	72	320	88	231
%V	14.3%	14.0%	12.9%	9.1%	11.2%	12.9%	7.9%	16.9%
%H (All HH)		95.0%	83.0%	23.4%	14.3%	63.4%	17.4%	45.7%
%H (TV HH)			87.3%	24.6%	15.0%	66.7%	18.3%	48.1%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands

Household level data

Table 3.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3542	3434	3252	1297	641	2475	1112	1363
%H (All HH)		97.0%	91.8%	36.6%	18.1%	69.9%	31.4%	38.5%
%H (TV HH)			94.7%	37.8%	18.7%	72.1%	32.4%	39.7%
Under 25	162	143	129	47	29	90	34	55
%V	4.6%	4.2%	4.0%	3.6%	4.5%	3.6%	3.1%	4.0%
%H (All HH)		88.3%	79.6%	29.0%	17.9%	55.6%	21.0%	34.0%
%H (TV HH)			90.2%	32.9%	20.3%	62.9%	23.8%	38.5%
25 - 34	510	483	465	240	99	310	177	133
%V	14.4%	14.1%	14.3%	18.5%	15.4%	12.5%	15.9%	9.8%
%H (All HH)		94.7%	91.2%	47.1%	19.4%	60.8%	34.7%	26.1%
%H (TV HH)			96.3%	49.7%	20.5%	64.2%	36.6%	27.5%
35 - 44	639	616	606	301	148	425	254	171
%V	18.0%	17.9%	18.6%	23.2%	23.1%	17.2%	22.8%	12.5%
%H (All HH)		96.4%	94.8%	47.1%	23.2%	66.5%	39.7%	26.8%
%H (TV HH)			98.4%	48.9%	24.0%	69.0%	41.2%	27.8%
45 - 54	683	669	648	291	153	495	282	213
%V	19.3%	19.5%	19.9%	22.4%	23.9%	20.0%	25.4%	15.6%
%H (All HH)		98.0%	94.9%	42.6%	22.4%	72.5%	41.3%	31.2%
%H (TV HH)			96.9%	43.5%	22.9%	74.0%	42.2%	31.8%
55 - 64	603	588	566	224	107	442	197	244
%V	17.0%	17.1%	17.4%	17.3%	16.7%	17.9%	17.7%	17.9%
%H (All HH)		97.5%	93.9%	37.1%	17.7%	73.3%	32.7%	40.5%
%H (TV HH)			96.3%	38.1%	18.2%	75.2%	33.5%	41.5%
65 +	944	935	839	195	105	713	168	545
%V	26.7%	27.2%	25.8%	15.0%	16.4%	28.8%	15.1%	40.0%
%H (All HH)		99.0%	88.9%	20.7%	11.1%	75.5%	17.8%	57.7%
%H (TV HH)			89.7%	20.9%	11.2%	76.3%	18.0%	58.3%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands

Household level data

Table 3.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3542	3434	3252	1297	641	2475	1112	1363
%H (All HH)		97.0%	91.8%	36.6%	18.1%	69.9%	31.4%	38.5%
%H (TV HH)			94.7%	37.8%	18.7%	72.1%	32.4%	39.7%
1	1197	1132	1010	251	160	804	198	606
%V	33.8%	33.0%	31.1%	19.4%	25.0%	32.5%	17.8%	44.5%
%H (All HH)		94.6%	84.4%	21.0%	13.4%	67.2%	16.5%	50.6%
%H (TV HH)			89.2%	22.2%	14.1%	71.0%	17.5%	53.5%
2	1086	1069	1034	413	180	796	344	452
%V	30.7%	31.1%	31.8%	31.8%	28.1%	32.2%	30.9%	33.2%
%H (All HH)		98.4%	95.2%	38.0%	16.6%	73.3%	31.7%	41.6%
%H (TV HH)			96.7%	38.6%	16.8%	74.5%	32.2%	42.3%
3	545	532	521	260	124	376	227	149
%V	15.4%	15.5%	16.0%	20.0%	19.3%	15.2%	20.4%	10.9%
%H (All HH)		97.6%	95.6%	47.7%	22.8%	69.0%	41.7%	27.3%
%H (TV HH)			97.9%	48.9%	23.3%	70.7%	42.7%	28.0%
4	460	453	446	232	117	335	229	107
%V	13.0%	13.2%	13.7%	17.9%	18.3%	13.5%	20.6%	7.9%
%H (All HH)		98.5%	97.0%	50.4%	25.4%	72.8%	49.8%	23.3%
%H (TV HH)			98.5%	51.2%	25.8%	74.0%	50.6%	23.6%
5+	254	248	242	142	61	164	114	50
%V	7.2%	7.2%	7.4%	10.9%	9.5%	6.6%	10.3%	3.7%
%H (All HH)		97.6%	95.3%	55.9%	24.0%	64.6%	44.9%	19.7%
%H (TV HH)			97.6%	57.3%	24.6%	66.1%	46.0%	20.2%
Average HH size	2.33	2.35	2.39	2.76	2.63	2.33	2.80	1.95

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3542	3434	3252	1297	641	2475	1112	1363
%H (All HH)		97.0%	91.8%	36.6%	18.1%	69.9%	31.4%	38.5%
%H (TV HH)			94.7%	37.8%	18.7%	72.1%	32.4%	39.7%
Without	2646	2557	2395	838	441	1870	725	1145
%V	74.7%	74.5%	73.6%	64.6%	68.8%	75.6%	65.2%	84.0%
%H (All HH)		96.6%	90.5%	31.7%	16.7%	70.7%	27.4%	43.3%
%H (TV HH)			93.7%	32.8%	17.2%	73.1%	28.4%	44.8%
With	895	877	858	460	200	605	387	218
%V	25.3%	25.5%	26.4%	35.5%	31.2%	24.4%	34.8%	16.0%
%H (All HH)		98.0%	95.9%	51.4%	22.3%	67.6%	43.2%	24.4%
%H (TV HH)			97.8%	52.5%	22.8%	69.0%	44.1%	24.9%
0 - 3	357	347	335	185	75	220	136	84
%V	10.1%	10.1%	10.3%	14.3%	11.7%	8.9%	12.2%	6.2%
%H (All HH)		97.2%	93.8%	51.8%	21.0%	61.6%	38.1%	23.5%
%H (TV HH)			96.5%	53.3%	21.6%	63.4%	39.2%	24.2%
4 - 9	445	438	430	232	103	303	197	105
%V	12.6%	12.8%	13.2%	17.9%	16.1%	12.2%	17.7%	7.7%
%H (All HH)		98.4%	96.6%	52.1%	23.1%	68.1%	44.3%	23.6%
%H (TV HH)			98.2%	53.0%	23.5%	69.2%	45.0%	24.0%
10 - 15	430	424	418	228	96	312	208	104
%V	12.1%	12.3%	12.9%	17.6%	15.0%	12.6%	18.7%	7.6%
%H (All HH)		98.6%	97.2%	53.0%	22.3%	72.6%	48.4%	24.2%
%H (TV HH)			98.6%	53.8%	22.6%	73.6%	49.1%	24.5%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands

Household level data

Table 3.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3542	3434	3252	1297	641	2475	1112	1363
%H (All HH)		97.0%	91.8%	36.6%	18.1%	69.9%	31.4%	38.5%
%H (TV HH)			94.7%	37.8%	18.7%	72.1%	32.4%	39.7%
1	1371	1371	1233	418	201	826	206	619
%V	38.7%	39.9%	37.9%	32.2%	31.4%	33.4%	18.5%	45.4%
%H (All HH)		100.0%	89.9%	30.5%	14.7%	60.2%	15.0%	45.1%
%H (TV HH)			89.9%	30.5%	14.7%	60.2%	15.0%	45.1%
2	1161	1161	1128	440	231	883	406	477
%V	32.8%	33.8%	34.7%	33.9%	36.0%	35.7%	36.5%	35.0%
%H (All HH)		100.0%	97.2%	37.9%	19.9%	76.1%	35.0%	41.1%
%H (TV HH)			97.2%	37.9%	19.9%	76.1%	35.0%	41.1%
3	558	558	549	251	121	466	275	191
%V	15.8%	16.2%	16.9%	19.4%	18.9%	18.8%	24.7%	14.0%
%H (All HH)		100.0%	98.4%	45.0%	21.7%	83.5%	49.3%	34.2%
%H (TV HH)			98.4%	45.0%	21.7%	83.5%	49.3%	34.2%
4	226	226	225	124	54	194	143	52
%V	6.4%	6.6%	6.9%	9.6%	8.4%	7.8%	12.9%	3.8%
%H (All HH)		100.0%	99.6%	54.9%	23.9%	85.8%	63.3%	23.0%
%H (TV HH)			99.6%	54.9%	23.9%	85.8%	63.3%	23.0%
5+	119	119	118	65	34	105	81	24
%V	3.4%	3.5%	3.6%	5.0%	5.3%	4.2%	7.3%	1.8%
%H (All HH)		100.0%	99.2%	54.6%	28.6%	88.2%	68.1%	20.2%
%H (TV HH)			99.2%	54.6%	28.6%	88.2%	68.1%	20.2%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Midlands
Household level data
Table 3.6: Screen size
Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3542	3434	3252	1297	641	2475	1112	1363
%H (All HH)		97.0%	91.8%	36.6%	18.1%	69.9%	31.4%	38.5%
%H (TV HH)			94.7%	37.8%	18.7%	72.1%	32.4%	39.7%
Under 20"	1273	1273	1227	489	251	1025	520	505
%V	35.9%	37.1%	37.7%	37.7%	39.2%	41.4%	46.8%	37.1%
%H (All HH)		100.0%	96.4%	38.4%	19.7%	80.5%	40.8%	39.7%
%H (TV HH)			96.4%	38.4%	19.7%	80.5%	40.8%	39.7%
20" - 29"	1635	1635	1518	538	301	1222	514	708
%V	46.2%	47.6%	46.7%	41.5%	47.0%	49.4%	46.2%	51.9%
%H (All HH)		100.0%	92.8%	32.9%	18.4%	74.7%	31.4%	43.3%
%H (TV HH)			92.8%	32.9%	18.4%	74.7%	31.4%	43.3%
30" - 39"	1679	1679	1638	721	325	1253	634	618
%V	47.4%	48.9%	50.4%	55.6%	50.7%	50.6%	57.0%	45.3%
%H (All HH)		100.0%	97.6%	42.9%	19.4%	74.6%	37.8%	36.8%
%H (TV HH)			97.6%	42.9%	19.4%	74.6%	37.8%	36.8%
40" and over	969	969	963	529	238	707	484	223
%V	27.4%	28.2%	29.6%	40.8%	37.1%	28.6%	43.5%	16.4%
%H (All HH)		100.0%	99.4%	54.6%	24.6%	73.0%	49.9%	23.0%
%H (TV HH)			99.4%	54.6%	24.6%	73.0%	49.9%	23.0%

Base: BBC Midlands - Households (000s)
%V = percentage of vertical total
%H (ALL HH) = percentage of horizontal total - All HH
%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Midlands
Household level data
Table 3.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3542	3434	3252	1297	641	2475	1112	1363
%H (All HH)		97.0%	91.8%	36.6%	18.1%	69.9%	31.4%	38.5%
%H (TV HH)			94.7%	37.8%	18.7%	72.1%	32.4%	39.7%
Main living room	3407	3407	3230	1290	639	2457	1108	1349
%V	96.2%	99.2%	99.3%	99.5%	99.7%	99.3%	99.6%	99.0%
%H (All HH)		100.0%	94.8%	37.9%	18.8%	72.1%	32.5%	39.6%
%H (TV HH)			94.8%	37.9%	18.8%	72.1%	32.5%	39.6%
Kitchen	465	465	457	200	86	403	223	180
%V	13.1%	13.5%	14.1%	15.4%	13.4%	16.3%	20.1%	13.2%
%H (All HH)		100.0%	98.3%	43.0%	18.5%	86.7%	48.0%	38.7%
%H (TV HH)			98.3%	43.0%	18.5%	86.7%	48.0%	38.7%
Adult's bedroom	1524	1524	1494	674	341	1216	702	514
%V	43.0%	44.4%	45.9%	52.0%	53.2%	49.1%	63.1%	37.7%
%H (All HH)		100.0%	98.0%	44.2%	22.4%	79.8%	46.1%	33.7%
%H (TV HH)			98.0%	44.2%	22.4%	79.8%	46.1%	33.7%
Child's bedroom	331	331	330	166	90	277	195	83
%V	9.3%	9.6%	10.1%	12.8%	14.0%	11.2%	17.5%	6.1%
%H (All HH)		100.0%	99.7%	50.2%	27.2%	83.7%	58.9%	25.1%
%H (TV HH)			99.7%	50.2%	27.2%	83.7%	58.9%	25.1%
Other bedroom	148	148	145	63	34	127	75	52
%V	4.2%	4.3%	4.5%	4.9%	5.3%	5.1%	6.7%	3.8%
%H (All HH)		100.0%	98.0%	42.6%	23.0%	85.8%	50.7%	35.1%
%H (TV HH)			98.0%	42.6%	23.0%	85.8%	50.7%	35.1%
Second living/dining room	410	410	401	187	84	330	191	139
%V	11.6%	11.9%	12.3%	14.4%	13.1%	13.3%	17.2%	10.2%
%H (All HH)		100.0%	97.8%	45.6%	20.5%	80.5%	46.6%	33.9%
%H (TV HH)			97.8%	45.6%	20.5%	80.5%	46.6%	33.9%
Study/office	75	75	74	39	13	63	38	25
%V	2.1%	2.2%	2.3%	3.0%	2.0%	2.5%	3.4%	1.8%
%H (All HH)		100.0%	98.7%	52.0%	17.3%	84.0%	50.7%	33.3%
%H (TV HH)			98.7%	52.0%	17.3%	84.0%	50.7%	33.3%
TV room	28	28	28	15	5	24	15	9
%V	0.8%	0.8%	0.9%	1.2%	0.8%	1.0%	1.3%	0.7%
%H (All HH)		100.0%	100.0%	53.6%	17.9%	85.7%	53.6%	32.1%
%H (TV HH)			100.0%	53.6%	17.9%	85.7%	53.6%	32.1%
No specific location	6	6	6	5	1	5	3	1
%V	0.2%	0.2%	0.2%	0.4%	0.2%	0.2%	0.3%	0.1%
%H (All HH)		100.0%	100.0%	83.3%	16.7%	83.3%	50.0%	16.7%
%H (TV HH)			100.0%	83.3%	16.7%	83.3%	50.0%	16.7%
Other	30	30	30	15	8	25	17	8
%V	0.8%	0.9%	0.9%	1.2%	1.2%	1.0%	1.5%	0.6%
%H (All HH)		100.0%	100.0%	50.0%	26.7%	83.3%	56.7%	26.7%
%H (TV HH)			100.0%	50.0%	26.7%	83.3%	56.7%	26.7%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Midlands
Household level data
Table 3.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3542	3434	3252	1297	641	2475	1112	1363
%H (All HH)		97.0%	91.8%	36.6%	18.1%	69.9%	31.4%	38.5%
%H (TV HH)			94.7%	37.8%	18.7%	72.1%	32.4%	39.7%
PVR	1551	1551	1550	967	300	1106	784	322
%V	43.8%	45.2%	47.7%	74.6%	46.8%	44.7%	70.5%	23.6%
%H (All HH)		100.0%	99.9%	62.3%	19.3%	71.3%	50.5%	20.8%
%H (TV HH)			99.9%	62.3%	19.3%	71.3%	50.5%	20.8%
DVDR	569	569	553	230	124	437	222	215
%V	16.1%	16.6%	17.0%	17.7%	19.3%	17.7%	20.0%	15.8%
%H (All HH)		100.0%	97.2%	40.4%	21.8%	76.8%	39.0%	37.8%
%H (TV HH)			97.2%	40.4%	21.8%	76.8%	39.0%	37.8%
VCR	680	680	632	212	119	506	193	313
%V	19.2%	19.8%	19.4%	16.3%	18.6%	20.4%	17.4%	23.0%
%H (All HH)		100.0%	92.9%	31.2%	17.5%	74.4%	28.4%	46.0%
%H (TV HH)			92.9%	31.2%	17.5%	74.4%	28.4%	46.0%
Any recorder	2170	2170	2112	1087	410	1569	910	659
%V	61.3%	63.2%	64.9%	83.8%	64.0%	63.4%	81.8%	48.3%
%H (All HH)		100.0%	97.3%	50.1%	18.9%	72.3%	41.9%	30.4%
%H (TV HH)			97.3%	50.1%	18.9%	72.3%	41.9%	30.4%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Midlands
Household level data
Table 3.9: Other TV equipment
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3542	3434	3252	1297	641	2475	1112	1363
%H (All HH)		97.0%	91.8%	36.6%	18.1%	69.9%	31.4%	38.5%
%H (TV HH)			94.7%	37.8%	18.7%	72.1%	32.4%	39.7%
Receives HDTV (via STB or built-in reception)	1193	1193	1193	631	347	881	632	249
%V	33.7%	34.7%	36.7%	48.7%	54.1%	35.6%	56.8%	18.3%
%H (All HH)		100.0%	100.0%	52.9%	29.1%	73.8%	53.0%	20.9%
%H (TV HH)			100.0%	52.9%	29.1%	73.8%	53.0%	20.9%
DVD/Blu-ray player or recorder	2633	2633	2548	1082	526	1947	964	983
%V	74.3%	76.7%	78.4%	83.4%	82.1%	78.7%	86.7%	72.1%
%H (All HH)		100.0%	96.8%	41.1%	20.0%	73.9%	36.6%	37.3%
%H (TV HH)			96.8%	41.1%	20.0%	73.9%	36.6%	37.3%

Base: BBC Midlands - Households (000s)
%V = percentage of vertical total
%H (ALL HH) = percentage of horizontal total - All HH
%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Midlands
Household level data
Table 3.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	3542	3434	3252	1297	641	2475	1112	1363
%H (All HH)		97.0%	91.8%	36.6%	18.1%	69.9%	31.4%	38.5%
%H (TV HH)			94.7%	37.8%	18.7%	72.1%	32.4%	39.7%
Has PC or Laptop	2550	2493	2433	1130	532	1800	985	815
%V	72.0%	72.6%	74.8%	87.1%	83.0%	72.7%	88.6%	59.8%
%H (All HH)		97.8%	95.4%	44.3%	20.9%	70.6%	38.6%	32.0%
%H (TV HH)			97.6%	45.3%	21.3%	72.2%	39.5%	32.7%
Has broadband internet	2331	2276	2228	1060	522	1635	947	689
%V	65.8%	66.3%	68.5%	81.7%	81.4%	66.1%	85.2%	50.6%
%H (All HH)		97.6%	95.6%	45.5%	22.4%	70.1%	40.6%	29.6%
%H (TV HH)			97.9%	46.6%	22.9%	71.8%	41.6%	30.3%

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Midlands
Set level data
Table 3.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6916	6676	2905	1426	5340	2861	2479
%H		96.5%	42.0%	20.6%	77.2%	41.4%	35.8%
Under 20"	1770	1710	718	372	1450	801	649
%V	25.6%	25.6%	24.7%	26.1%	27.2%	28.0%	26.2%
%H		96.6%	40.6%	21.0%	81.9%	45.3%	36.7%
20" - 29"	2078	1952	717	395	1600	724	876
%V	30.0%	29.2%	24.7%	27.7%	30.0%	25.3%	35.3%
%H		93.9%	34.5%	19.0%	77.0%	34.8%	42.2%
30" - 39"	1927	1885	856	386	1452	774	679
%V	27.9%	28.2%	29.5%	27.1%	27.2%	27.1%	27.4%
%H		97.8%	44.4%	20.0%	75.4%	40.2%	35.2%
40" and over	1063	1056	589	259	780	538	242
%V	15.4%	15.8%	20.3%	18.2%	14.6%	18.8%	9.8%
%H		99.3%	55.4%	24.4%	73.4%	50.6%	22.8%
Don't know	79	73	25	15	57	24	33
%V	1.1%	1.1%	0.9%	1.1%	1.1%	0.8%	1.3%
%H		92.4%	31.6%	19.0%	72.2%	30.4%	41.8%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6916	6676	2905	1426	5340	2861	2479
%H		96.5%	42.0%	20.6%	77.2%	41.4%	35.8%
Main living room	3442	3264	1303	648	2485	1124	1361
%V	49.8%	48.9%	44.9%	45.4%	46.5%	39.3%	54.9%
%H		94.8%	37.9%	18.8%	72.2%	32.7%	39.5%
Kitchen	467	459	202	87	405	225	180
%V	6.8%	6.9%	7.0%	6.1%	7.6%	7.9%	7.3%
%H		98.3%	43.3%	18.6%	86.7%	48.2%	38.5%
Adult's bedroom	1838	1801	837	415	1478	885	593
%V	26.6%	27.0%	28.8%	29.1%	27.7%	30.9%	23.9%
%H		98.0%	45.5%	22.6%	80.4%	48.2%	32.3%
Child's bedroom	436	435	223	122	368	266	102
%V	6.3%	6.5%	7.7%	8.6%	6.9%	9.3%	4.1%
%H		99.8%	51.1%	28.0%	84.4%	61.0%	23.4%
Other bedroom	172	168	75	40	147	89	58
%V	2.5%	2.5%	2.6%	2.8%	2.8%	3.1%	2.3%
%H		97.7%	43.6%	23.3%	85.5%	51.7%	33.7%
Second living/dining room	418	409	190	85	338	196	142
%V	6.0%	6.1%	6.5%	6.0%	6.3%	6.9%	5.7%
%H		97.8%	45.5%	20.3%	80.9%	46.9%	34.0%
Study/office	77	75	40	14	64	39	25
%V	1.1%	1.1%	1.4%	1.0%	1.2%	1.4%	1.0%
%H		97.4%	51.9%	18.2%	83.1%	50.6%	32.5%
TV room	29	28	15	5	24	16	9
%V	0.4%	0.4%	0.5%	0.4%	0.4%	0.6%	0.4%
%H		96.6%	51.7%	17.2%	82.8%	55.2%	31.0%
No specific location	6	6	5	1	5	3	1
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.0%
%H		100.0%	83.3%	16.7%	83.3%	50.0%	16.7%
Other	30	30	15	8	26	18	8
%V	0.4%	0.4%	0.5%	0.6%	0.5%	0.6%	0.3%
%H		100.0%	50.0%	26.7%	86.7%	60.0%	26.7%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Midlands
Set level data
Table 3.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6916	6676	2905	1426	5340	2861	2479
%H		96.5%	42.0%	20.6%	77.2%	41.4%	35.8%
PVR	1927	1926	1268	360	1367	1013	353
%V	27.9%	28.8%	43.6%	25.2%	25.6%	35.4%	14.2%
%H		99.9%	65.8%	18.7%	70.9%	52.6%	18.3%
DVDR	672	654	275	158	523	280	244
%V	9.7%	9.8%	9.5%	11.1%	9.8%	9.8%	9.8%
%H		97.3%	40.9%	23.5%	77.8%	41.7%	36.3%
VCR	786	735	250	145	592	237	355
%V	11.4%	11.0%	8.6%	10.2%	11.1%	8.3%	14.3%
%H		93.5%	31.8%	18.4%	75.3%	30.2%	45.2%
Any recorder	2846	2784	1515	547	2084	1290	794
%V	41.2%	41.7%	52.2%	38.4%	39.0%	45.1%	32.0%
%H		97.8%	53.2%	19.2%	73.2%	45.3%	27.9%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 3.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	6916	6676	2905	1426	5340	2861	2479
%H		96.5%	42.0%	20.6%	77.2%	41.4%	35.8%
Receives HDTV (via STB or built-in reception)	1547	1547	821	450	1174	848	327
%V	22.4%	23.2%	28.3%	31.6%	22.0%	29.6%	13.2%
%H		100.0%	53.1%	29.1%	75.9%	54.8%	21.1%
DVD/Blu-ray player or recorder	3908	3817	1733	830	3026	1692	1334
%V	56.5%	57.2%	59.7%	58.2%	56.7%	59.1%	53.8%
%H		97.7%	44.3%	21.2%	77.4%	43.3%	34.1%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Midlands
Set level data
Table 3.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3429	3249	1295	641	2473	1111	1362
%H		94.8%	37.8%	18.7%	72.1%	32.4%	39.7%
Under 20"	100	79	10	9	68	8	59
%V	2.9%	2.4%	0.8%	1.4%	2.7%	0.7%	4.3%
%H		79.0%	10.0%	9.0%	68.0%	8.0%	59.0%
20" - 29"	961	853	205	141	676	164	512
%V	28.0%	26.3%	15.8%	22.0%	27.3%	14.8%	37.6%
%H		88.8%	21.3%	14.7%	70.3%	17.1%	53.3%
30" - 39"	1405	1365	560	258	1034	471	564
%V	41.0%	42.0%	43.2%	40.2%	41.8%	42.4%	41.4%
%H		97.2%	39.9%	18.4%	73.6%	33.5%	40.1%
40" and over	928	923	510	227	674	462	212
%V	27.1%	28.4%	39.4%	35.4%	27.3%	41.6%	15.6%
%H		99.5%	55.0%	24.5%	72.6%	49.8%	22.8%
Don't know	34	30	10	5	21	7	14
%V	1.0%	0.9%	0.8%	0.8%	0.8%	0.6%	1.0%
%H		88.2%	29.4%	14.7%	61.8%	20.6%	41.2%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands

Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3429	3249	1295	641	2473	1111	1362
%H		94.8%	37.8%	18.7%	72.1%	32.4%	39.7%
PVR	1498	1497	946	286	1058	757	301
%V	43.7%	46.1%	73.1%	44.6%	42.8%	68.1%	22.1%
%H		99.9%	63.2%	19.1%	70.6%	50.5%	20.1%
DVDR	481	466	186	104	364	177	187
%V	14.0%	14.3%	14.4%	16.2%	14.7%	15.9%	13.7%
%H		96.9%	38.7%	21.6%	75.7%	36.8%	38.9%
VCR	561	516	157	92	410	135	275
%V	16.4%	15.9%	12.1%	14.4%	16.6%	12.2%	20.2%
%H		92.0%	28.0%	16.4%	73.1%	24.1%	49.0%
Any recorder	2084	2029	1061	386	1497	874	623
%V	60.8%	62.4%	81.9%	60.2%	60.5%	78.7%	45.7%
%H		97.4%	50.9%	18.5%	71.8%	41.9%	29.9%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	3429	3249	1295	641	2473	1111	1362
%H		94.8%	37.8%	18.7%	72.1%	32.4%	39.7%
Receives HDTV (via STB or built-in reception)	1139	1139	604	328	833	597	236
%V	33.2%	35.1%	46.6%	51.2%	33.7%	53.7%	17.3%
%H		100.0%	53.0%	28.8%	73.1%	52.4%	20.7%
DVD/Blu-ray player or recorder	2476	2394	1014	488	1816	887	929
%V	72.2%	73.7%	78.3%	76.1%	73.4%	79.8%	68.2%
%H		96.7%	41.0%	19.7%	73.3%	35.8%	37.5%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Midlands
Set level data
Table 3.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3487	3428	1610	786	2867	1750	1117
%H		98.3%	46.2%	22.5%	82.2%	50.2%	32.0%
Under 20"	1669	1631	708	363	1382	793	589
%V	47.9%	47.6%	44.0%	46.2%	48.2%	45.3%	52.7%
%H		97.7%	42.4%	21.7%	82.8%	47.5%	35.3%
20" - 29"	1117	1099	512	254	924	560	364
%V	32.0%	32.1%	31.8%	32.3%	32.2%	32.0%	32.6%
%H		98.4%	45.8%	22.7%	82.7%	50.1%	32.6%
30" - 39"	522	521	296	127	418	303	115
%V	15.0%	15.2%	18.4%	16.2%	14.6%	17.3%	10.3%
%H		99.8%	56.7%	24.3%	80.1%	58.0%	22.0%
40" and over	135	133	79	32	106	76	30
%V	3.9%	3.9%	4.9%	4.1%	3.7%	4.3%	2.7%
%H		98.5%	58.5%	23.7%	78.5%	56.3%	22.2%
Don't know	44	43	15	9	36	18	18
%V	1.3%	1.3%	0.9%	1.1%	1.3%	1.0%	1.6%
%H		97.7%	34.1%	20.5%	81.8%	40.9%	40.9%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands

Set level data

Table 3.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3487	3428	1610	786	2867	1750	1117
%H		98.3%	46.2%	22.5%	82.2%	50.2%	32.0%
PVR	429	429	322	73	308	256	52
%V	12.3%	12.5%	20.0%	9.3%	10.7%	14.6%	4.7%
%H		100.0%	75.1%	17.0%	71.8%	59.7%	12.1%
DVDR	191	188	89	54	160	103	56
%V	5.5%	5.5%	5.5%	6.9%	5.6%	5.9%	5.0%
%H		98.4%	46.6%	28.3%	83.8%	53.9%	29.3%
VCR	225	219	93	53	182	102	80
%V	6.5%	6.4%	5.8%	6.7%	6.3%	5.8%	7.2%
%H		97.3%	41.3%	23.6%	80.9%	45.3%	35.6%
Any recorder	761	755	454	161	588	416	171
%V	21.8%	22.0%	28.2%	20.5%	20.5%	23.8%	15.3%
%H		99.2%	59.7%	21.2%	77.3%	54.7%	22.5%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	3487	3428	1610	786	2867	1750	1117
%H		98.3%	46.2%	22.5%	82.2%	50.2%	32.0%
Receives HDTV (via STB or built-in reception)	408	408	216	122	341	250	91
%V	11.7%	11.9%	13.4%	15.5%	11.9%	14.3%	8.1%
%H		100.0%	52.9%	29.9%	83.6%	61.3%	22.3%
DVD/Blu-ray player or recorder	1432	1423	719	342	1210	805	405
%V	41.1%	41.5%	44.7%	43.5%	42.2%	46.0%	36.3%
%H		99.4%	50.2%	23.9%	84.5%	56.2%	28.3%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Midlands
Individual level data
Table 3.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8261	8063	7774	3584	1688	5769	3108	2661
%H		97.6%	94.1%	43.4%	20.4%	69.8%	37.6%	32.2%
Total Children	1602	1571	1538	839	358	1070	692	378
%V	19.4%	19.5%	19.8%	23.4%	21.2%	18.5%	22.3%	14.2%
%H		98.1%	96.0%	52.4%	22.3%	66.8%	43.2%	23.6%
0 - 3	425	413	397	220	93	258	162	97
%V	5.1%	5.1%	5.1%	6.1%	5.5%	4.5%	5.2%	3.6%
%H		97.2%	93.4%	51.8%	21.9%	60.7%	38.1%	22.8%
4 - 15	1177	1158	1140	619	265	812	530	282
%V	14.2%	14.4%	14.7%	17.3%	15.7%	14.1%	17.1%	10.6%
%H		98.4%	96.9%	52.6%	22.5%	69.0%	45.0%	24.0%
4 - 9	597	588	577	311	136	401	258	143
%V	7.2%	7.3%	7.4%	8.7%	8.1%	7.0%	8.3%	5.4%
%H		98.5%	96.6%	52.1%	22.8%	67.2%	43.2%	24.0%
10 - 15	580	570	563	308	130	410	272	138
%V	7.0%	7.1%	7.2%	8.6%	7.7%	7.1%	8.8%	5.2%
%H		98.3%	97.1%	53.1%	22.4%	70.7%	46.9%	23.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8261	8063	7774	3584	1688	5769	3108	2661
%H		97.6%	94.1%	43.4%	20.4%	69.8%	37.6%	32.2%
Total Adults (16+)	6659	6492	6237	2745	1330	4699	2416	2283
%V	80.6%	80.5%	80.2%	76.6%	78.8%	81.5%	77.7%	85.8%
%H		97.5%	93.7%	41.2%	20.0%	70.6%	36.3%	34.3%
16 - 19	411	405	396	205	109	289	196	93
%V	5.0%	5.0%	5.1%	5.7%	6.5%	5.0%	6.3%	3.5%
%H		98.5%	96.4%	49.9%	26.5%	70.3%	47.7%	22.6%
20 - 24	538	501	476	215	120	350	196	154
%V	6.5%	6.2%	6.1%	6.0%	7.1%	6.1%	6.3%	5.8%
%H		93.1%	88.5%	40.0%	22.3%	65.1%	36.4%	28.6%
25 - 34	1056	1011	982	518	228	654	400	254
%V	12.8%	12.5%	12.6%	14.5%	13.5%	11.3%	12.9%	9.5%
%H		95.7%	93.0%	49.1%	21.6%	61.9%	37.9%	24.1%
35 - 44	1104	1073	1053	534	261	747	465	282
%V	13.4%	13.3%	13.5%	14.9%	15.5%	12.9%	15.0%	10.6%
%H		97.2%	95.4%	48.4%	23.6%	67.7%	42.1%	25.5%
45 - 54	1146	1127	1097	512	255	834	482	352
%V	13.9%	14.0%	14.1%	14.3%	15.1%	14.5%	15.5%	13.2%
%H		98.3%	95.7%	44.7%	22.3%	72.8%	42.1%	30.7%
55 - 64	1016	996	965	418	182	749	369	381
%V	12.3%	12.4%	12.4%	11.7%	10.8%	13.0%	11.9%	14.3%
%H		98.0%	95.0%	41.1%	17.9%	73.7%	36.3%	37.5%
65+	1388	1378	1267	342	174	1075	308	767
%V	16.8%	17.1%	16.3%	9.5%	10.3%	18.6%	9.9%	28.8%
%H		99.3%	91.3%	24.6%	12.5%	77.4%	22.2%	55.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6659	6492	6237	2745	1330	4699	2416	2283
%H		97.5%	93.7%	41.2%	20.0%	70.6%	36.3%	34.3%
AB	1483	1461	1417	679	246	1063	550	513
%V	22.3%	22.5%	22.7%	24.7%	18.5%	22.6%	22.8%	22.5%
%H		98.5%	95.5%	45.8%	16.6%	71.7%	37.1%	34.6%
C1	1750	1686	1626	717	375	1248	672	576
%V	26.3%	26.0%	26.1%	26.1%	28.2%	26.6%	27.8%	25.2%
%H		96.3%	92.9%	41.0%	21.4%	71.3%	38.4%	32.9%
C2	1498	1473	1438	643	351	1102	639	463
%V	22.5%	22.7%	23.1%	23.4%	26.4%	23.5%	26.4%	20.3%
%H		98.3%	96.0%	42.9%	23.4%	73.6%	42.7%	30.9%
D	1234	1208	1160	517	255	834	411	422
%V	18.5%	18.6%	18.6%	18.8%	19.2%	17.7%	17.0%	18.5%
%H		97.9%	94.0%	41.9%	20.7%	67.6%	33.3%	34.2%
E	693	664	596	189	103	452	144	308
%V	10.4%	10.2%	9.6%	6.9%	7.7%	9.6%	6.0%	13.5%
%H		95.8%	86.0%	27.3%	14.9%	65.2%	20.8%	44.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Midlands
Individual level data
Table 3.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6659	6492	6237	2745	1330	4699	2416	2283
%H		97.5%	93.7%	41.2%	20.0%	70.6%	36.3%	34.3%
Working full time	2851	2788	2722	1347	648	1985	1207	778
%V	42.8%	42.9%	43.6%	49.1%	48.7%	42.2%	50.0%	34.1%
%H		97.8%	95.5%	47.2%	22.7%	69.6%	42.3%	27.3%
Working part time	731	722	706	342	156	529	305	224
%V	11.0%	11.1%	11.3%	12.5%	11.7%	11.3%	12.6%	9.8%
%H		98.8%	96.6%	46.8%	21.3%	72.4%	41.7%	30.6%
Not working	3076	2982	2808	1056	526	2185	904	1281
%V	46.2%	45.9%	45.0%	38.5%	39.5%	46.5%	37.4%	56.1%
%H		96.9%	91.3%	34.3%	17.1%	71.0%	29.4%	41.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3240	3145	3037	1386	650	2276	1213	1063
%H		97.1%	93.7%	42.8%	20.1%	70.2%	37.4%	32.8%
16 - 19	203	199	195	105	53	146	103	43
%V	6.3%	6.3%	6.4%	7.6%	8.2%	6.4%	8.5%	4.0%
%H		98.0%	96.1%	51.7%	26.1%	71.9%	50.7%	21.2%
20 - 24	275	258	246	114	62	181	102	79
%V	8.5%	8.2%	8.1%	8.2%	9.5%	8.0%	8.4%	7.4%
%H		93.8%	89.5%	41.5%	22.5%	65.8%	37.1%	28.7%
25 - 34	526	500	488	256	113	324	196	128
%V	16.2%	15.9%	16.1%	18.5%	17.4%	14.2%	16.2%	12.0%
%H		95.1%	92.8%	48.7%	21.5%	61.6%	37.3%	24.3%
35 - 44	545	527	515	258	125	368	226	141
%V	16.8%	16.8%	17.0%	18.6%	19.2%	16.2%	18.6%	13.3%
%H		96.7%	94.5%	47.3%	22.9%	67.5%	41.5%	25.9%
45 - 54	560	550	535	250	122	401	227	175
%V	17.3%	17.5%	17.6%	18.0%	18.8%	17.6%	18.7%	16.5%
%H		98.2%	95.5%	44.6%	21.8%	71.6%	40.5%	31.3%
55 - 64	504	491	479	220	86	372	192	180
%V	15.6%	15.6%	15.8%	15.9%	13.2%	16.3%	15.8%	16.9%
%H		97.4%	95.0%	43.7%	17.1%	73.8%	38.1%	35.7%
65+	627	620	580	183	88	485	167	318
%V	19.4%	19.7%	19.1%	13.2%	13.5%	21.3%	13.8%	29.9%
%H		98.9%	92.5%	29.2%	14.0%	77.4%	26.6%	50.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3240	3145	3037	1386	650	2276	1213	1063
%H		97.1%	93.7%	42.8%	20.1%	70.2%	37.4%	32.8%
AB	745	733	714	351	120	536	283	252
%V	23.0%	23.3%	23.5%	25.3%	18.5%	23.6%	23.3%	23.7%
%H		98.4%	95.8%	47.1%	16.1%	71.9%	38.0%	33.8%
C1	811	779	755	345	182	573	324	249
%V	25.0%	24.8%	24.9%	24.9%	28.0%	25.2%	26.7%	23.4%
%H		96.1%	93.1%	42.5%	22.4%	70.7%	40.0%	30.7%
C2	815	799	778	347	184	597	339	258
%V	25.2%	25.4%	25.6%	25.0%	28.3%	26.2%	27.9%	24.3%
%H		98.0%	95.5%	42.6%	22.6%	73.3%	41.6%	31.7%
D	580	565	546	257	122	384	200	184
%V	17.9%	18.0%	18.0%	18.5%	18.8%	16.9%	16.5%	17.3%
%H		97.4%	94.1%	44.3%	21.0%	66.2%	34.5%	31.7%
E	289	269	244	86	41	187	66	120
%V	8.9%	8.6%	8.0%	6.2%	6.3%	8.2%	5.4%	11.3%
%H		93.1%	84.4%	29.8%	14.2%	64.7%	22.8%	41.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands

Individual level data

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3240	3145	3037	1386	650	2276	1213	1063
%H		97.1%	93.7%	42.8%	20.1%	70.2%	37.4%	32.8%
Working full time	1808	1765	1723	860	400	1250	756	494
%V	55.8%	56.1%	56.7%	62.0%	61.5%	54.9%	62.3%	46.5%
%H		97.6%	95.3%	47.6%	22.1%	69.1%	41.8%	27.3%
Working part time	145	142	140	71	26	101	55	46
%V	4.5%	4.5%	4.6%	5.1%	4.0%	4.4%	4.5%	4.3%
%H		97.9%	96.6%	49.0%	17.9%	69.7%	37.9%	31.7%
Not working	1287	1238	1174	455	224	925	402	523
%V	39.7%	39.4%	38.7%	32.8%	34.5%	40.6%	33.1%	49.2%
%H		96.2%	91.2%	35.4%	17.4%	71.9%	31.2%	40.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3419	3347	3199	1359	681	2423	1204	1220
%H		97.9%	93.6%	39.7%	19.9%	70.9%	35.2%	35.7%
16 - 19	207	206	201	100	57	143	93	50
%V	6.1%	6.2%	6.3%	7.4%	8.4%	5.9%	7.7%	4.1%
%H		99.5%	97.1%	48.3%	27.5%	69.1%	44.9%	24.2%
20 - 24	263	244	231	101	58	168	94	75
%V	7.7%	7.3%	7.2%	7.4%	8.5%	6.9%	7.8%	6.1%
%H		92.8%	87.8%	38.4%	22.1%	63.9%	35.7%	28.5%
25 - 34	530	512	494	262	116	331	204	127
%V	15.5%	15.3%	15.4%	19.3%	17.0%	13.7%	16.9%	10.4%
%H		96.6%	93.2%	49.4%	21.9%	62.5%	38.5%	24.0%
35 - 44	559	546	538	276	136	379	239	140
%V	16.3%	16.3%	16.8%	20.3%	20.0%	15.6%	19.9%	11.5%
%H		97.7%	96.2%	49.4%	24.3%	67.8%	42.8%	25.0%
45 - 54	586	577	562	262	133	433	255	178
%V	17.1%	17.2%	17.6%	19.3%	19.5%	17.9%	21.2%	14.6%
%H		98.5%	95.9%	44.7%	22.7%	73.9%	43.5%	30.4%
55 - 64	512	505	486	197	96	377	177	200
%V	15.0%	15.1%	15.2%	14.5%	14.1%	15.6%	14.7%	16.4%
%H		98.6%	94.9%	38.5%	18.8%	73.6%	34.6%	39.1%
65+	761	757	687	160	85	591	142	449
%V	22.3%	22.6%	21.5%	11.8%	12.5%	24.4%	11.8%	36.8%
%H		99.5%	90.3%	21.0%	11.2%	77.7%	18.7%	59.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3419	3347	3199	1359	681	2423	1204	1220
%H		97.9%	93.6%	39.7%	19.9%	70.9%	35.2%	35.7%
AB	738	727	703	328	126	528	267	261
%V	21.6%	21.7%	22.0%	24.1%	18.5%	21.8%	22.2%	21.4%
%H		98.5%	95.3%	44.4%	17.1%	71.5%	36.2%	35.4%
C1	939	906	870	371	193	675	348	328
%V	27.5%	27.1%	27.2%	27.3%	28.3%	27.9%	28.9%	26.9%
%H		96.5%	92.7%	39.5%	20.6%	71.9%	37.1%	34.9%
C2	683	674	660	297	167	505	300	205
%V	20.0%	20.1%	20.6%	21.9%	24.5%	20.8%	24.9%	16.8%
%H		98.7%	96.6%	43.5%	24.5%	73.9%	43.9%	30.0%
D	654	643	614	260	133	450	211	239
%V	19.1%	19.2%	19.2%	19.1%	19.5%	18.6%	17.5%	19.6%
%H		98.3%	93.9%	39.8%	20.3%	68.8%	32.3%	36.5%
E	405	396	352	103	63	266	78	188
%V	11.8%	11.8%	11.0%	7.6%	9.3%	11.0%	6.5%	15.4%
%H		97.8%	86.9%	25.4%	15.6%	65.7%	19.3%	46.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3419	3347	3199	1359	681	2423	1204	1220
%H		97.9%	93.6%	39.7%	19.9%	70.9%	35.2%	35.7%
Working full time	1043	1022	999	487	248	735	452	284
%V	30.5%	30.5%	31.2%	35.8%	36.4%	30.3%	37.5%	23.3%
%H		98.0%	95.8%	46.7%	23.8%	70.5%	43.3%	27.2%
Working part time	587	580	566	271	131	428	250	177
%V	17.2%	17.3%	17.7%	19.9%	19.2%	17.7%	20.8%	14.5%
%H		98.8%	96.4%	46.2%	22.3%	72.9%	42.6%	30.2%
Not working	1789	1744	1635	601	302	1260	502	758
%V	52.3%	52.1%	51.1%	44.2%	44.3%	52.0%	41.7%	62.1%
%H		97.5%	91.4%	33.6%	16.9%	70.4%	28.1%	42.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC East

Household level data

Table 4.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1928	1881	1785	856	251	1262	553	709
%H (All HH)		97.6%	92.6%	44.4%	13.0%	65.5%	28.7%	36.8%
%H (TV HH)			94.9%	45.5%	13.3%	67.1%	29.4%	37.7%
AB	437	430	416	200	59	279	117	162
%V	22.7%	22.9%	23.3%	23.4%	23.5%	22.1%	21.2%	22.8%
%H (All HH)		98.4%	95.2%	45.8%	13.5%	63.8%	26.8%	37.1%
%H (TV HH)			96.7%	46.5%	13.7%	64.9%	27.2%	37.7%
C1	537	523	501	257	72	356	173	183
%V	27.9%	27.8%	28.1%	30.0%	28.7%	28.2%	31.3%	25.8%
%H (All HH)		97.4%	93.3%	47.9%	13.4%	66.3%	32.2%	34.1%
%H (TV HH)			95.8%	49.1%	13.8%	68.1%	33.1%	35.0%
C2	416	412	396	206	50	282	133	149
%V	21.6%	21.9%	22.2%	24.1%	19.9%	22.3%	24.1%	21.0%
%H (All HH)		99.0%	95.2%	49.5%	12.0%	67.8%	32.0%	35.8%
%H (TV HH)			96.1%	50.0%	12.1%	68.4%	32.3%	36.2%
D	316	305	287	136	43	202	89	112
%V	16.4%	16.2%	16.1%	15.9%	17.1%	16.0%	16.1%	15.8%
%H (All HH)		96.5%	90.8%	43.0%	13.6%	63.9%	28.2%	35.4%
%H (TV HH)			94.1%	44.6%	14.1%	66.2%	29.2%	36.7%
E	222	212	184	57	26	143	41	102
%V	11.5%	11.3%	10.3%	6.7%	10.4%	11.3%	7.4%	14.4%
%H (All HH)		95.5%	82.9%	25.7%	11.7%	64.4%	18.5%	45.9%
%H (TV HH)			86.8%	26.9%	12.3%	67.5%	19.3%	48.1%

Base: BBC East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC East

Household level data

Table 4.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1928	1881	1785	856	251	1262	553	709
%H (All HH)		97.6%	92.6%	44.4%	13.0%	65.5%	28.7%	36.8%
%H (TV HH)			94.9%	45.5%	13.3%	67.1%	29.4%	37.7%
Under 25	81	76	70	32	13	44	19	25
%V	4.2%	4.0%	3.9%	3.7%	5.2%	3.5%	3.4%	3.5%
%H (All HH)		93.8%	86.4%	39.5%	16.0%	54.3%	23.5%	30.9%
%H (TV HH)			92.1%	42.1%	17.1%	57.9%	25.0%	32.9%
25 - 34	274	261	246	130	42	151	74	78
%V	14.2%	13.9%	13.8%	15.2%	16.7%	12.0%	13.4%	11.0%
%H (All HH)		95.3%	89.8%	47.4%	15.3%	55.1%	27.0%	28.5%
%H (TV HH)			94.3%	49.8%	16.1%	57.9%	28.4%	29.9%
35 - 44	346	336	328	190	50	211	115	95
%V	17.9%	17.9%	18.4%	22.2%	19.9%	16.7%	20.8%	13.4%
%H (All HH)		97.1%	94.8%	54.9%	14.5%	61.0%	33.2%	27.5%
%H (TV HH)			97.6%	56.5%	14.9%	62.8%	34.2%	28.3%
45 - 54	366	355	347	184	55	237	121	116
%V	19.0%	18.9%	19.4%	21.5%	21.9%	18.8%	21.9%	16.4%
%H (All HH)		97.0%	94.8%	50.3%	15.0%	64.8%	33.1%	31.7%
%H (TV HH)			97.7%	51.8%	15.5%	66.8%	34.1%	32.7%
55 - 64	337	335	326	156	52	236	110	126
%V	17.5%	17.8%	18.3%	18.2%	20.7%	18.7%	19.9%	17.8%
%H (All HH)		99.4%	96.7%	46.3%	15.4%	70.0%	32.6%	37.4%
%H (TV HH)			97.3%	46.6%	15.5%	70.4%	32.8%	37.6%
65 +	524	518	469	165	39	383	114	268
%V	27.2%	27.5%	26.3%	19.3%	15.5%	30.3%	20.6%	37.8%
%H (All HH)		98.9%	89.5%	31.5%	7.4%	73.1%	21.8%	51.1%
%H (TV HH)			90.5%	31.9%	7.5%	73.9%	22.0%	51.7%

Base: BBC East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC East

Household level data

Table 4.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1928	1881	1785	856	251	1262	553	709
%H (All HH)		97.6%	92.6%	44.4%	13.0%	65.5%	28.7%	36.8%
%H (TV HH)			94.9%	45.5%	13.3%	67.1%	29.4%	37.7%
1	629	604	540	180	70	391	98	292
%V	32.6%	32.1%	30.3%	21.0%	27.9%	31.0%	17.7%	41.2%
%H (All HH)		96.0%	85.9%	28.6%	11.1%	62.2%	15.6%	46.4%
%H (TV HH)			89.4%	29.8%	11.6%	64.7%	16.2%	48.3%
2	646	640	620	307	80	443	200	243
%V	33.5%	34.0%	34.7%	35.9%	31.9%	35.1%	36.2%	34.3%
%H (All HH)		99.1%	96.0%	47.5%	12.4%	68.6%	31.0%	37.6%
%H (TV HH)			96.9%	48.0%	12.5%	69.2%	31.3%	38.0%
3	265	258	252	141	43	170	98	72
%V	13.7%	13.7%	14.1%	16.5%	17.1%	13.5%	17.7%	10.2%
%H (All HH)		97.4%	95.1%	53.2%	16.2%	64.2%	37.0%	27.2%
%H (TV HH)			97.7%	54.7%	16.7%	65.9%	38.0%	27.9%
4	246	245	243	144	35	169	98	71
%V	12.8%	13.0%	13.6%	16.8%	13.9%	13.4%	17.7%	10.0%
%H (All HH)		99.6%	98.8%	58.5%	14.2%	68.7%	39.8%	28.9%
%H (TV HH)			99.2%	58.8%	14.3%	69.0%	40.0%	29.0%
5+	141	134	131	84	23	90	59	31
%V	7.3%	7.1%	7.3%	9.8%	9.2%	7.1%	10.7%	4.4%
%H (All HH)		95.0%	92.9%	59.6%	16.3%	63.8%	41.8%	22.0%
%H (TV HH)			97.8%	62.7%	17.2%	67.2%	44.0%	23.1%
Average HH size	2.31	2.32	2.36	2.62	2.46	2.33	2.70	2.04

Base: BBC East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC East

Household level data

Table 4.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1928	1881	1785	856	251	1262	553	709
%H (All HH)		97.6%	92.6%	44.4%	13.0%	65.5%	28.7%	36.8%
%H (TV HH)			94.9%	45.5%	13.3%	67.1%	29.4%	37.7%
Without	1453	1416	1330	590	184	957	381	576
%V	75.4%	75.3%	74.5%	68.9%	73.3%	75.8%	68.9%	81.2%
%H (All HH)		97.5%	91.5%	40.6%	12.7%	65.9%	26.2%	39.6%
%H (TV HH)			93.9%	41.7%	13.0%	67.6%	26.9%	40.7%
With	475	465	455	265	66	305	172	133
%V	24.6%	24.7%	25.5%	31.0%	26.3%	24.2%	31.1%	18.8%
%H (All HH)		97.9%	95.8%	55.8%	13.9%	64.2%	36.2%	28.0%
%H (TV HH)			97.8%	57.0%	14.2%	65.6%	37.0%	28.6%
0 - 3	186	181	176	99	25	114	57	57
%V	9.6%	9.6%	9.9%	11.6%	10.0%	9.0%	10.3%	8.0%
%H (All HH)		97.3%	94.6%	53.2%	13.4%	61.3%	30.6%	30.6%
%H (TV HH)			97.2%	54.7%	13.8%	63.0%	31.5%	31.5%
4 - 9	246	240	234	134	32	161	88	73
%V	12.8%	12.8%	13.1%	15.7%	12.7%	12.8%	15.9%	10.3%
%H (All HH)		97.6%	95.1%	54.5%	13.0%	65.4%	35.8%	29.7%
%H (TV HH)			97.5%	55.8%	13.3%	67.1%	36.7%	30.4%
10 - 15	231	228	225	142	38	155	102	52
%V	12.0%	12.1%	12.6%	16.6%	15.1%	12.3%	18.4%	7.3%
%H (All HH)		98.7%	97.4%	61.5%	16.5%	67.1%	44.2%	22.5%
%H (TV HH)			98.7%	62.3%	16.7%	68.0%	44.7%	22.8%

Base: BBC East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC East

Household level data

Table 4.5: Number of TV sets in household

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1928	1881	1785	856	251	1262	553	709
%H (All HH)		97.6%	92.6%	44.4%	13.0%	65.5%	28.7%	36.8%
%H (TV HH)			94.9%	45.5%	13.3%	67.1%	29.4%	37.7%
1	737	737	669	251	103	417	102	315
%V	38.2%	39.2%	37.5%	29.3%	41.0%	33.0%	18.4%	44.4%
%H (All HH)		100.0%	90.8%	34.1%	14.0%	56.6%	13.8%	42.7%
%H (TV HH)			90.8%	34.1%	14.0%	56.6%	13.8%	42.7%
2	660	660	641	318	73	468	210	258
%V	34.2%	35.1%	35.9%	37.1%	29.1%	37.1%	38.0%	36.4%
%H (All HH)		100.0%	97.1%	48.2%	11.1%	70.9%	31.8%	39.1%
%H (TV HH)			97.1%	48.2%	11.1%	70.9%	31.8%	39.1%
3	287	287	278	161	42	215	128	87
%V	14.9%	15.3%	15.6%	18.8%	16.7%	17.0%	23.1%	12.3%
%H (All HH)		100.0%	96.9%	56.1%	14.6%	74.9%	44.6%	30.3%
%H (TV HH)			96.9%	56.1%	14.6%	74.9%	44.6%	30.3%
4	129	129	129	77	24	103	70	32
%V	6.7%	6.9%	7.2%	9.0%	9.6%	8.2%	12.7%	4.5%
%H (All HH)		100.0%	100.0%	59.7%	18.6%	79.8%	54.3%	24.8%
%H (TV HH)			100.0%	59.7%	18.6%	79.8%	54.3%	24.8%
5+	68	68	68	48	7	60	44	16
%V	3.5%	3.6%	3.8%	5.6%	2.8%	4.8%	8.0%	2.3%
%H (All HH)		100.0%	100.0%	70.6%	10.3%	88.2%	64.7%	23.5%
%H (TV HH)			100.0%	70.6%	10.3%	88.2%	64.7%	23.5%

Base: BBC East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC East

Household level data

Table 4.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1928	1881	1785	856	251	1262	553	709
%H (All HH)		97.6%	92.6%	44.4%	13.0%	65.5%	28.7%	36.8%
%H (TV HH)			94.9%	45.5%	13.3%	67.1%	29.4%	37.7%
Under 20"	808	808	773	385	97	599	291	308
%V	41.9%	43.0%	43.3%	45.0%	38.6%	47.5%	52.6%	43.4%
%H (All HH)		100.0%	95.7%	47.6%	12.0%	74.1%	36.0%	38.1%
%H (TV HH)			95.7%	47.6%	12.0%	74.1%	36.0%	38.1%
20" - 29"	870	870	814	357	122	619	265	354
%V	45.1%	46.3%	45.6%	41.7%	48.6%	49.0%	47.9%	49.9%
%H (All HH)		100.0%	93.6%	41.0%	14.0%	71.1%	30.5%	40.7%
%H (TV HH)			93.6%	41.0%	14.0%	71.1%	30.5%	40.7%
30" - 39"	906	906	884	476	124	624	322	302
%V	47.0%	48.2%	49.5%	55.6%	49.4%	49.4%	58.2%	42.6%
%H (All HH)		100.0%	97.6%	52.5%	13.7%	68.9%	35.5%	33.3%
%H (TV HH)			97.6%	52.5%	13.7%	68.9%	35.5%	33.3%
40" and over	488	488	485	311	72	324	207	116
%V	25.3%	25.9%	27.2%	36.3%	28.7%	25.7%	37.4%	16.4%
%H (All HH)		100.0%	99.4%	63.7%	14.8%	66.4%	42.4%	23.8%
%H (TV HH)			99.4%	63.7%	14.8%	66.4%	42.4%	23.8%

Base: BBC East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC East

Household level data

Table 4.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1928	1881	1785	856	251	1262	553	709
%H (All HH)		97.6%	92.6%	44.4%	13.0%	65.5%	28.7%	36.8%
%H (TV HH)			94.9%	45.5%	13.3%	67.1%	29.4%	37.7%
Main living room	1850	1850	1759	843	249	1241	544	697
%V	96.0%	98.4%	98.5%	98.5%	99.2%	98.3%	98.4%	98.3%
%H (All HH)		100.0%	95.1%	45.6%	13.5%	67.1%	29.4%	37.7%
%H (TV HH)			95.1%	45.6%	13.5%	67.1%	29.4%	37.7%
Kitchen	291	291	287	153	30	236	124	111
%V	15.1%	15.5%	16.1%	17.9%	12.0%	18.7%	22.4%	15.7%
%H (All HH)		100.0%	98.6%	52.6%	10.3%	81.1%	42.6%	38.1%
%H (TV HH)			98.6%	52.6%	10.3%	81.1%	42.6%	38.1%
Adult's bedroom	857	857	834	466	121	628	356	272
%V	44.5%	45.6%	46.7%	54.4%	48.2%	49.8%	64.4%	38.4%
%H (All HH)		100.0%	97.3%	54.4%	14.1%	73.3%	41.5%	31.7%
%H (TV HH)			97.3%	54.4%	14.1%	73.3%	41.5%	31.7%
Child's bedroom	157	157	154	98	24	123	84	38
%V	8.1%	8.3%	8.6%	11.4%	9.6%	9.7%	15.2%	5.4%
%H (All HH)		100.0%	98.1%	62.4%	15.3%	78.3%	53.5%	24.2%
%H (TV HH)			98.1%	62.4%	15.3%	78.3%	53.5%	24.2%
Other bedroom	97	97	95	63	10	70	43	27
%V	5.0%	5.2%	5.3%	7.4%	4.0%	5.5%	7.8%	3.8%
%H (All HH)		100.0%	97.9%	64.9%	10.3%	72.2%	44.3%	27.8%
%H (TV HH)			97.9%	64.9%	10.3%	72.2%	44.3%	27.8%
Second living/dining room	184	184	179	88	20	146	69	77
%V	9.5%	9.8%	10.0%	10.3%	8.0%	11.6%	12.5%	10.9%
%H (All HH)		100.0%	97.3%	47.8%	10.9%	79.3%	37.5%	41.8%
%H (TV HH)			97.3%	47.8%	10.9%	79.3%	37.5%	41.8%
Study/office	55	55	54	37	7	43	30	13
%V	2.9%	2.9%	3.0%	4.3%	2.8%	3.4%	5.4%	1.8%
%H (All HH)		100.0%	98.2%	67.3%	12.7%	78.2%	54.5%	23.6%
%H (TV HH)			98.2%	67.3%	12.7%	78.2%	54.5%	23.6%
TV room	12	12	12	8	1	8	5	4
%V	0.6%	0.6%	0.7%	0.9%	0.4%	0.6%	0.9%	0.6%
%H (All HH)		100.0%	100.0%	66.7%	8.3%	66.7%	41.7%	33.3%
%H (TV HH)			100.0%	66.7%	8.3%	66.7%	41.7%	33.3%
No specific location	5	5	5	4	1	3	3	0
%V	0.3%	0.3%	0.3%	0.5%	0.4%	0.2%	0.5%	0.0%
%H (All HH)		100.0%	100.0%	80.0%	20.0%	60.0%	60.0%	0.0%
%H (TV HH)			100.0%	80.0%	20.0%	60.0%	60.0%	0.0%
Other	27	27	26	20	1	22	16	6
%V	1.4%	1.4%	1.5%	2.3%	0.4%	1.7%	2.9%	0.8%
%H (All HH)		100.0%	96.3%	74.1%	3.7%	81.5%	59.3%	22.2%
%H (TV HH)			96.3%	74.1%	3.7%	81.5%	59.3%	22.2%

Base: BBC East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC East
Household level data
Table 4.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1928	1881	1785	856	251	1262	553	709
%H (All HH)		97.6%	92.6%	44.4%	13.0%	65.5%	28.7%	36.8%
%H (TV HH)			94.9%	45.5%	13.3%	67.1%	29.4%	37.7%
PVR	877	877	877	606	122	564	392	172
%V	45.5%	46.6%	49.1%	70.8%	48.6%	44.7%	70.9%	24.3%
%H (All HH)		100.0%	100.0%	69.1%	13.9%	64.3%	44.7%	19.6%
%H (TV HH)			100.0%	69.1%	13.9%	64.3%	44.7%	19.6%
DVDR	351	351	339	193	37	242	129	112
%V	18.2%	18.7%	19.0%	22.5%	14.7%	19.2%	23.3%	15.8%
%H (All HH)		100.0%	96.6%	55.0%	10.5%	68.9%	36.8%	31.9%
%H (TV HH)			96.6%	55.0%	10.5%	68.9%	36.8%	31.9%
VCR	301	301	283	117	41	211	84	127
%V	15.6%	16.0%	15.9%	13.7%	16.3%	16.7%	15.2%	17.9%
%H (All HH)		100.0%	94.0%	38.9%	13.6%	70.1%	27.9%	42.2%
%H (TV HH)			94.0%	38.9%	13.6%	70.1%	27.9%	42.2%
Any recorder	1147	1147	1122	674	152	755	434	322
%V	59.5%	61.0%	62.9%	78.7%	60.6%	59.8%	78.5%	45.4%
%H (All HH)		100.0%	97.8%	58.8%	13.3%	65.8%	37.8%	28.1%
%H (TV HH)			97.8%	58.8%	13.3%	65.8%	37.8%	28.1%

Base: BBC East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC East
Household level data
Table 4.9: Other TV equipment
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1928	1881	1785	856	251	1262	553	709
%H (All HH)		97.6%	92.6%	44.4%	13.0%	65.5%	28.7%	36.8%
%H (TV HH)			94.9%	45.5%	13.3%	67.1%	29.4%	37.7%
Receives HDTV (via STB or built-in reception)	655	655	655	399	124	429	280	149
%V	34.0%	34.8%	36.7%	46.6%	49.4%	34.0%	50.6%	21.0%
%H (All HH)		100.0%	100.0%	60.9%	18.9%	65.5%	42.7%	22.7%
%H (TV HH)			100.0%	60.9%	18.9%	65.5%	42.7%	22.7%
DVD/Blu-ray player or recorder	1358	1358	1315	697	196	919	470	449
%V	70.4%	72.2%	73.7%	81.4%	78.1%	72.8%	85.0%	63.3%
%H (All HH)		100.0%	96.8%	51.3%	14.4%	67.7%	34.6%	33.1%
%H (TV HH)			96.8%	51.3%	14.4%	67.7%	34.6%	33.1%

Base: BBC East - Households (000s)
%V = percentage of vertical total
%H (ALL HH) = percentage of horizontal total - All HH
%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC East

Household level data

Table 4.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1928	1881	1785	856	251	1262	553	709
%H (All HH)		97.6%	92.6%	44.4%	13.0%	65.5%	28.7%	36.8%
%H (TV HH)			94.9%	45.5%	13.3%	67.1%	29.4%	37.7%
Has PC or Laptop	1472	1438	1405	740	214	958	478	479
%V	76.3%	76.4%	78.7%	86.4%	85.3%	75.9%	86.4%	67.6%
%H (All HH)		97.7%	95.4%	50.3%	14.5%	65.1%	32.5%	32.5%
%H (TV HH)			97.7%	51.5%	14.9%	66.6%	33.2%	33.3%
Has broadband internet	1365	1338	1313	707	205	887	457	430
%V	70.8%	71.1%	73.6%	82.6%	81.7%	70.3%	82.6%	60.6%
%H (All HH)		98.0%	96.2%	51.8%	15.0%	65.0%	33.5%	31.5%
%H (TV HH)			98.1%	52.8%	15.3%	66.3%	34.2%	32.1%

Base: BBC East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC East
Set level data
Table 4.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3799	3665	1940	512	2724	1418	1306
%H		96.5%	51.1%	13.5%	71.7%	37.3%	34.4%
Under 20"	1126	1082	553	135	863	444	419
%V	29.6%	29.5%	28.5%	26.4%	31.7%	31.3%	32.1%
%H		96.1%	49.1%	12.0%	76.6%	39.4%	37.2%
20" - 29"	1072	1012	473	156	767	353	413
%V	28.2%	27.6%	24.4%	30.5%	28.2%	24.9%	31.6%
%H		94.4%	44.1%	14.6%	71.5%	32.9%	38.5%
30" - 39"	1021	999	551	139	705	375	331
%V	26.9%	27.3%	28.4%	27.1%	25.9%	26.4%	25.3%
%H		97.8%	54.0%	13.6%	69.0%	36.7%	32.4%
40" and over	532	529	343	78	353	229	124
%V	14.0%	14.4%	17.7%	15.2%	13.0%	16.1%	9.5%
%H		99.4%	64.5%	14.7%	66.4%	43.0%	23.3%
Don't know	49	43	20	4	36	17	19
%V	1.3%	1.2%	1.0%	0.8%	1.3%	1.2%	1.5%
%H		87.8%	40.8%	8.2%	73.5%	34.7%	38.8%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC East
Set level data
Table 4.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3799	3665	1940	512	2724	1418	1306
%H		96.5%	51.1%	13.5%	71.7%	37.3%	34.4%
Main living room	1864	1772	850	249	1248	546	703
%V	49.1%	48.3%	43.8%	48.6%	45.8%	38.5%	53.8%
%H		95.1%	45.6%	13.4%	67.0%	29.3%	37.7%
Kitchen	293	289	155	30	237	126	111
%V	7.7%	7.9%	8.0%	5.9%	8.7%	8.9%	8.5%
%H		98.6%	52.9%	10.2%	80.9%	43.0%	37.9%
Adult's bedroom	1044	1019	576	159	775	459	316
%V	27.5%	27.8%	29.7%	31.1%	28.5%	32.4%	24.2%
%H		97.6%	55.2%	15.2%	74.2%	44.0%	30.3%
Child's bedroom	200	196	124	32	159	111	48
%V	5.3%	5.3%	6.4%	6.3%	5.8%	7.8%	3.7%
%H		98.0%	62.0%	16.0%	79.5%	55.5%	24.0%
Other bedroom	111	109	75	12	81	53	29
%V	2.9%	3.0%	3.9%	2.3%	3.0%	3.7%	2.2%
%H		98.2%	67.6%	10.8%	73.0%	47.7%	26.1%
Second living/dining room	185	179	88	20	147	69	77
%V	4.9%	4.9%	4.5%	3.9%	5.4%	4.9%	5.9%
%H		96.8%	47.6%	10.8%	79.5%	37.3%	41.6%
Study/office	57	56	38	8	43	31	13
%V	1.5%	1.5%	2.0%	1.6%	1.6%	2.2%	1.0%
%H		98.2%	66.7%	14.0%	75.4%	54.4%	22.8%
TV room	12	12	8	1	8	5	4
%V	0.3%	0.3%	0.4%	0.2%	0.3%	0.4%	0.3%
%H		100.0%	66.7%	8.3%	66.7%	41.7%	33.3%
No specific location	5	5	4	1	3	3	0
%V	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%	0.0%
%H		100.0%	80.0%	20.0%	60.0%	60.0%	0.0%
Other	28	27	21	1	22	16	6
%V	0.7%	0.7%	1.1%	0.2%	0.8%	1.1%	0.5%
%H		96.4%	75.0%	3.6%	78.6%	57.1%	21.4%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3799	3665	1940	512	2724	1418	1306
%H		96.5%	51.1%	13.5%	71.7%	37.3%	34.4%
PVR	1128	1128	823	142	711	517	194
%V	29.7%	30.8%	42.4%	27.7%	26.1%	36.5%	14.9%
%H		100.0%	73.0%	12.6%	63.0%	45.8%	17.2%
DVDR	411	398	236	40	289	164	125
%V	10.8%	10.9%	12.2%	7.8%	10.6%	11.6%	9.6%
%H		96.8%	57.4%	9.7%	70.3%	39.9%	30.4%
VCR	343	322	137	44	244	100	143
%V	9.0%	8.8%	7.1%	8.6%	9.0%	7.1%	10.9%
%H		93.9%	39.9%	12.8%	71.1%	29.2%	41.7%
Any recorder	1537	1509	960	192	1014	623	392
%V	40.5%	41.2%	49.5%	37.5%	37.2%	43.9%	30.0%
%H		98.2%	62.5%	12.5%	66.0%	40.5%	25.5%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3799	3665	1940	512	2724	1418	1306
%H		96.5%	51.1%	13.5%	71.7%	37.3%	34.4%
Receives HDTV (via STB or built-in reception)	855	855	535	156	569	385	184
%V	22.5%	23.3%	27.6%	30.5%	20.9%	27.2%	14.1%
%H		100.0%	62.6%	18.2%	66.5%	45.0%	21.5%
DVD/Blu-ray player or recorder	1967	1919	1067	291	1388	780	608
%V	51.8%	52.4%	55.0%	56.8%	51.0%	55.0%	46.6%
%H		97.6%	54.2%	14.8%	70.6%	39.7%	30.9%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC East
Set level data
Table 4.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1881	1785	856	251	1262	553	709
%H		94.9%	45.5%	13.3%	67.1%	29.4%	37.7%
Under 20"	87	73	16	14	54	11	43
%V	4.6%	4.1%	1.9%	5.6%	4.3%	2.0%	6.1%
%H		83.9%	18.4%	16.1%	62.1%	12.6%	49.4%
20" - 29"	532	477	157	61	354	87	267
%V	28.3%	26.7%	18.3%	24.3%	28.1%	15.7%	37.7%
%H		89.7%	29.5%	11.5%	66.5%	16.4%	50.2%
30" - 39"	763	743	374	104	523	249	274
%V	40.6%	41.6%	43.7%	41.4%	41.4%	45.0%	38.6%
%H		97.4%	49.0%	13.6%	68.5%	32.6%	35.9%
40" and over	475	472	302	70	313	201	113
%V	25.3%	26.4%	35.3%	27.9%	24.8%	36.3%	15.9%
%H		99.4%	63.6%	14.7%	65.9%	42.3%	23.8%
Don't know	25	19	6	1	17	5	12
%V	1.3%	1.1%	0.7%	0.4%	1.3%	0.9%	1.7%
%H		76.0%	24.0%	4.0%	68.0%	20.0%	48.0%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC East

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1881	1785	856	251	1262	553	709
%H		94.9%	45.5%	13.3%	67.1%	29.4%	37.7%
PVR	844	844	588	115	538	376	162
%V	44.9%	47.3%	68.7%	45.8%	42.6%	68.0%	22.8%
%H		100.0%	69.7%	13.6%	63.7%	44.5%	19.2%
DVDR	298	287	165	27	202	105	98
%V	15.8%	16.1%	19.3%	10.8%	16.0%	19.0%	13.8%
%H		96.3%	55.4%	9.1%	67.8%	35.2%	32.9%
VCR	245	229	93	34	171	65	105
%V	13.0%	12.8%	10.9%	13.5%	13.5%	11.8%	14.8%
%H		93.5%	38.0%	13.9%	69.8%	26.5%	42.9%
Any recorder	1102	1080	655	145	722	419	303
%V	58.6%	60.5%	76.5%	57.8%	57.2%	75.8%	42.7%
%H		98.0%	59.4%	13.2%	65.5%	38.0%	27.5%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1881	1785	856	251	1262	553	709
%H		94.9%	45.5%	13.3%	67.1%	29.4%	37.7%
Receives HDTV (via STB or built-in reception)	622	622	380	120	403	263	139
%V	33.1%	34.8%	44.4%	47.8%	31.9%	47.6%	19.6%
%H		100.0%	61.1%	19.3%	64.8%	42.3%	22.3%
DVD/Blu-ray player or recorder	1260	1221	644	182	847	429	418
%V	67.0%	68.4%	75.2%	72.5%	67.1%	77.6%	59.0%
%H		96.9%	51.1%	14.4%	67.2%	34.0%	33.2%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC East
Set level data
Table 4.18: Other Sets (non-Main Set) Screen Size
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1918	1880	1084	261	1462	864	598
%H		98.0%	56.5%	13.6%	76.2%	45.0%	31.2%
Under 20"	1039	1009	537	121	809	433	376
%V	54.2%	53.7%	49.5%	46.4%	55.3%	50.1%	62.9%
%H		97.1%	51.7%	11.6%	77.9%	41.7%	36.2%
20" - 29"	540	535	316	94	413	266	146
%V	28.2%	28.5%	29.2%	36.0%	28.2%	30.8%	24.4%
%H		99.1%	58.5%	17.4%	76.5%	49.3%	27.0%
30" - 39"	259	256	177	35	182	125	56
%V	13.5%	13.6%	16.3%	13.4%	12.4%	14.5%	9.4%
%H		98.8%	68.3%	13.5%	70.3%	48.3%	21.6%
40" and over	57	57	41	7	39	28	12
%V	3.0%	3.0%	3.8%	2.7%	2.7%	3.2%	2.0%
%H		100.0%	71.9%	12.3%	68.4%	49.1%	21.1%
Don't know	24	24	14	3	19	12	7
%V	1.3%	1.3%	1.3%	1.1%	1.3%	1.4%	1.2%
%H		100.0%	58.3%	12.5%	79.2%	50.0%	29.2%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC East

Set level data

Table 4.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1918	1880	1084	261	1462	864	598
%H		98.0%	56.5%	13.6%	76.2%	45.0%	31.2%
PVR	285	285	235	27	173	142	32
%V	14.9%	15.2%	21.7%	10.3%	11.8%	16.4%	5.4%
%H		100.0%	82.5%	9.5%	60.7%	49.8%	11.2%
DVDR	113	110	72	13	87	59	28
%V	5.9%	5.9%	6.6%	5.0%	6.0%	6.8%	4.7%
%H		97.3%	63.7%	11.5%	77.0%	52.2%	24.8%
VCR	98	92	45	11	73	35	38
%V	5.1%	4.9%	4.2%	4.2%	5.0%	4.1%	6.4%
%H		93.9%	45.9%	11.2%	74.5%	35.7%	38.8%
Any recorder	435	429	305	47	292	204	88
%V	22.7%	22.8%	28.1%	18.0%	20.0%	23.6%	14.7%
%H		98.6%	70.1%	10.8%	67.1%	46.9%	20.2%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1918	1880	1084	261	1462	864	598
%H		98.0%	56.5%	13.6%	76.2%	45.0%	31.2%
Receives HDTV (via STB or built-in reception)	233	233	154	37	167	122	45
%V	12.1%	12.4%	14.2%	14.2%	11.4%	14.1%	7.5%
%H		100.0%	66.1%	15.9%	71.7%	52.4%	19.3%
DVD/Blu-ray player or recorder	707	698	423	109	541	350	191
%V	36.9%	37.1%	39.0%	41.8%	37.0%	40.5%	31.9%
%H		98.7%	59.8%	15.4%	76.5%	49.5%	27.0%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC East
Individual level data
Table 4.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4463	4358	4209	2245	615	2937	1494	1443
%H		97.6%	94.3%	50.3%	13.8%	65.8%	33.5%	32.3%
Total Children	850	834	817	481	120	553	317	237
%V	19.0%	19.1%	19.4%	21.4%	19.5%	18.8%	21.2%	16.4%
%H		98.1%	96.1%	56.6%	14.1%	65.1%	37.3%	27.9%
0 - 3	220	215	209	114	30	138	67	70
%V	4.9%	4.9%	5.0%	5.1%	4.9%	4.7%	4.5%	4.9%
%H		97.7%	95.0%	51.8%	13.6%	62.7%	30.5%	31.8%
4 - 15	630	619	607	366	90	416	249	166
%V	14.1%	14.2%	14.4%	16.3%	14.6%	14.2%	16.7%	11.5%
%H		98.3%	96.3%	58.1%	14.3%	66.0%	39.5%	26.3%
4 - 9	331	323	314	182	41	214	116	98
%V	7.4%	7.4%	7.5%	8.1%	6.7%	7.3%	7.8%	6.8%
%H		97.6%	94.9%	55.0%	12.4%	64.7%	35.0%	29.6%
10 - 15	299	296	293	185	49	201	133	68
%V	6.7%	6.8%	7.0%	8.2%	8.0%	6.8%	8.9%	4.7%
%H		99.0%	98.0%	61.9%	16.4%	67.2%	44.5%	22.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC East

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4463	4358	4209	2245	615	2937	1494	1443
%H		97.6%	94.3%	50.3%	13.8%	65.8%	33.5%	32.3%
Total Adults (16+)	3613	3524	3392	1764	495	2384	1177	1206
%V	81.0%	80.9%	80.6%	78.6%	80.5%	81.2%	78.8%	83.6%
%H		97.5%	93.9%	48.8%	13.7%	66.0%	32.6%	33.4%
16 - 19	205	200	199	126	28	135	86	49
%V	4.6%	4.6%	4.7%	5.6%	4.6%	4.6%	5.8%	3.4%
%H		97.6%	97.1%	61.5%	13.7%	65.9%	42.0%	23.9%
20 - 24	266	250	238	127	44	158	87	71
%V	6.0%	5.7%	5.7%	5.7%	7.2%	5.4%	5.8%	4.9%
%H		94.0%	89.5%	47.7%	16.5%	59.4%	32.7%	26.7%
25 - 34	553	525	498	264	97	312	163	149
%V	12.4%	12.0%	11.8%	11.8%	15.8%	10.6%	10.9%	10.3%
%H		94.9%	90.1%	47.7%	17.5%	56.4%	29.5%	26.9%
35 - 44	618	602	590	355	86	383	218	164
%V	13.8%	13.8%	14.0%	15.8%	14.0%	13.0%	14.6%	11.4%
%H		97.4%	95.5%	57.4%	13.9%	62.0%	35.3%	26.5%
45 - 54	629	616	606	334	94	418	225	193
%V	14.1%	14.1%	14.4%	14.9%	15.3%	14.2%	15.1%	13.4%
%H		97.9%	96.3%	53.1%	14.9%	66.5%	35.8%	30.7%
55 - 64	564	560	545	274	84	397	195	202
%V	12.6%	12.8%	12.9%	12.2%	13.7%	13.5%	13.1%	14.0%
%H		99.3%	96.6%	48.6%	14.9%	70.4%	34.6%	35.8%
65+	778	771	716	283	63	581	203	378
%V	17.4%	17.7%	17.0%	12.6%	10.2%	19.8%	13.6%	26.2%
%H		99.1%	92.0%	36.4%	8.1%	74.7%	26.1%	48.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC East
Individual level data
Table 4.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT +	DTT only
		HH	HH	HH	HH	HH	HH	Cab/DSat	HH
Total Adults (16+)		3613	3524	3392	1764	495	2384	1177	1206
%H			97.5%	93.9%	48.8%	13.7%	66.0%	32.6%	33.4%
AB		867	854	834	425	117	561	257	304
	%V	24.0%	24.2%	24.6%	24.1%	23.6%	23.5%	21.8%	25.2%
	%H		98.5%	96.2%	49.0%	13.5%	64.7%	29.6%	35.1%
C1		1028	989	958	527	149	671	360	311
	%V	28.5%	28.1%	28.2%	29.9%	30.1%	28.1%	30.6%	25.8%
	%H		96.2%	93.2%	51.3%	14.5%	65.3%	35.0%	30.3%
C2		833	827	804	449	103	574	306	268
	%V	23.1%	23.5%	23.7%	25.5%	20.8%	24.1%	26.0%	22.2%
	%H		99.3%	96.5%	53.9%	12.4%	68.9%	36.7%	32.2%
D		595	576	549	282	89	383	193	189
	%V	16.5%	16.3%	16.2%	16.0%	18.0%	16.1%	16.4%	15.7%
	%H		96.8%	92.3%	47.4%	15.0%	64.4%	32.4%	31.8%
E		291	278	248	81	38	195	61	134
	%V	8.1%	7.9%	7.3%	4.6%	7.7%	8.2%	5.2%	11.1%
	%H		95.5%	85.2%	27.8%	13.1%	67.0%	21.0%	46.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC East
Individual level data
Table 4.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3613	3524	3392	1764	495	2384	1177	1206
%H		97.5%	93.9%	48.8%	13.7%	66.0%	32.6%	33.4%
Working full time	1628	1590	1545	858	270	1020	556	464
%V	45.1%	45.1%	45.5%	48.6%	54.5%	42.8%	47.2%	38.5%
%H		97.7%	94.9%	52.7%	16.6%	62.7%	34.2%	28.5%
Working part time	456	450	441	248	72	306	174	132
%V	12.6%	12.8%	13.0%	14.1%	14.5%	12.8%	14.8%	10.9%
%H		98.7%	96.7%	54.4%	15.8%	67.1%	38.2%	28.9%
Not working	1528	1484	1406	658	154	1058	447	611
%V	42.3%	42.1%	41.5%	37.3%	31.1%	44.4%	38.0%	50.7%
%H		97.1%	92.0%	43.1%	10.1%	69.2%	29.3%	40.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC East

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1766	1720	1662	897	253	1141	591	551
%H		97.4%	94.1%	50.8%	14.3%	64.6%	33.5%	31.2%
16 - 19	99	99	99	64	16	63	42	21
%V	5.6%	5.8%	6.0%	7.1%	6.3%	5.5%	7.1%	3.8%
%H		100.0%	100.0%	64.6%	16.2%	63.6%	42.4%	21.2%
20 - 24	134	127	123	69	22	82	47	35
%V	7.6%	7.4%	7.4%	7.7%	8.7%	7.2%	8.0%	6.4%
%H		94.8%	91.8%	51.5%	16.4%	61.2%	35.1%	26.1%
25 - 34	281	264	252	134	52	155	82	73
%V	15.9%	15.3%	15.2%	14.9%	20.6%	13.6%	13.9%	13.2%
%H		94.0%	89.7%	47.7%	18.5%	55.2%	29.2%	26.0%
35 - 44	309	300	292	180	44	188	111	77
%V	17.5%	17.4%	17.6%	20.1%	17.4%	16.5%	18.8%	14.0%
%H		97.1%	94.5%	58.3%	14.2%	60.8%	35.9%	24.9%
45 - 54	306	299	294	160	47	200	107	93
%V	17.3%	17.4%	17.7%	17.8%	18.6%	17.5%	18.1%	16.9%
%H		97.7%	96.1%	52.3%	15.4%	65.4%	35.0%	30.4%
55 - 64	274	271	262	133	41	188	93	95
%V	15.5%	15.8%	15.8%	14.8%	16.2%	16.5%	15.7%	17.2%
%H		98.9%	95.6%	48.5%	15.0%	68.6%	33.9%	34.7%
65+	363	360	340	157	31	266	110	156
%V	20.6%	20.9%	20.5%	17.5%	12.3%	23.3%	18.6%	28.3%
%H		99.2%	93.7%	43.3%	8.5%	73.3%	30.3%	43.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC East
Individual level data
Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1766	1720	1662	897	253	1141	591	551
%H		97.4%	94.1%	50.8%	14.3%	64.6%	33.5%	31.2%
AB	441	435	425	224	58	285	137	148
%V	25.0%	25.3%	25.6%	25.0%	22.9%	25.0%	23.2%	26.9%
%H		98.6%	96.4%	50.8%	13.2%	64.6%	31.1%	33.6%
C1	468	448	436	253	74	291	168	123
%V	26.5%	26.0%	26.2%	28.2%	29.2%	25.5%	28.4%	22.3%
%H		95.7%	93.2%	54.1%	15.8%	62.2%	35.9%	26.3%
C2	441	438	426	241	52	301	159	142
%V	25.0%	25.5%	25.6%	26.9%	20.6%	26.4%	26.9%	25.8%
%H		99.3%	96.6%	54.6%	11.8%	68.3%	36.1%	32.2%
D	299	289	275	143	49	191	100	91
%V	16.9%	16.8%	16.5%	15.9%	19.4%	16.7%	16.9%	16.5%
%H		96.7%	92.0%	47.8%	16.4%	63.9%	33.4%	30.4%
E	117	110	101	36	20	73	26	47
%V	6.6%	6.4%	6.1%	4.0%	7.9%	6.4%	4.4%	8.5%
%H		94.0%	86.3%	30.8%	17.1%	62.4%	22.2%	40.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC East

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1766	1720	1662	897	253	1141	591	551
%H		97.4%	94.1%	50.8%	14.3%	64.6%	33.5%	31.2%
Working full time	1054	1025	1001	569	168	666	370	296
%V	59.7%	59.6%	60.2%	63.4%	66.4%	58.4%	62.6%	53.7%
%H		97.2%	95.0%	54.0%	15.9%	63.2%	35.1%	28.1%
Working part time	89	88	82	50	16	53	36	18
%V	5.0%	5.1%	4.9%	5.6%	6.3%	4.6%	6.1%	3.3%
%H		98.9%	92.1%	56.2%	18.0%	59.6%	40.4%	20.2%
Not working	622	607	579	278	70	422	185	237
%V	35.2%	35.3%	34.8%	31.0%	27.7%	37.0%	31.3%	43.0%
%H		97.6%	93.1%	44.7%	11.3%	67.8%	29.7%	38.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC East

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1847	1804	1730	867	242	1242	587	656
%H		97.7%	93.7%	46.9%	13.1%	67.2%	31.8%	35.5%
16 - 19	106	101	101	62	13	73	44	29
%V	5.7%	5.6%	5.8%	7.2%	5.4%	5.9%	7.5%	4.4%
%H		95.3%	95.3%	58.5%	12.3%	68.9%	41.5%	27.4%
20 - 24	133	123	114	58	22	76	40	36
%V	7.2%	6.8%	6.6%	6.7%	9.1%	6.1%	6.8%	5.5%
%H		92.5%	85.7%	43.6%	16.5%	57.1%	30.1%	27.1%
25 - 34	272	261	246	130	45	157	81	76
%V	14.7%	14.5%	14.2%	15.0%	18.6%	12.6%	13.8%	11.6%
%H		96.0%	90.4%	47.8%	16.5%	57.7%	29.8%	27.9%
35 - 44	309	302	297	175	42	195	108	87
%V	16.7%	16.7%	17.2%	20.2%	17.4%	15.7%	18.4%	13.3%
%H		97.7%	96.1%	56.6%	13.6%	63.1%	35.0%	28.2%
45 - 54	323	317	313	174	46	218	119	100
%V	17.5%	17.6%	18.1%	20.1%	19.0%	17.6%	20.3%	15.2%
%H		98.1%	96.9%	53.9%	14.2%	67.5%	36.8%	31.0%
55 - 64	289	289	282	141	43	209	102	107
%V	15.6%	16.0%	16.3%	16.3%	17.8%	16.8%	17.4%	16.3%
%H		100.0%	97.6%	48.8%	14.9%	72.3%	35.3%	37.0%
65+	415	411	376	126	32	315	93	222
%V	22.5%	22.8%	21.7%	14.5%	13.2%	25.4%	15.8%	33.8%
%H		99.0%	90.6%	30.4%	7.7%	75.9%	22.4%	53.5%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC East

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1847	1804	1730	867	242	1242	587	656
%H		97.7%	93.7%	46.9%	13.1%	67.2%	31.8%	35.5%
AB	425	419	409	201	59	276	121	156
%V	23.0%	23.2%	23.6%	23.2%	24.4%	22.2%	20.6%	23.8%
%H		98.6%	96.2%	47.3%	13.9%	64.9%	28.5%	36.7%
C1	560	541	522	274	75	380	192	188
%V	30.3%	30.0%	30.2%	31.6%	31.0%	30.6%	32.7%	28.7%
%H		96.6%	93.2%	48.9%	13.4%	67.9%	34.3%	33.6%
C2	392	389	378	208	51	272	147	126
%V	21.2%	21.6%	21.8%	24.0%	21.1%	21.9%	25.0%	19.2%
%H		99.2%	96.4%	53.1%	13.0%	69.4%	37.5%	32.1%
D	296	287	273	140	40	192	93	99
%V	16.0%	15.9%	15.8%	16.1%	16.5%	15.5%	15.8%	15.1%
%H		97.0%	92.2%	47.3%	13.5%	64.9%	31.4%	33.4%
E	174	168	148	45	17	122	35	87
%V	9.4%	9.3%	8.6%	5.2%	7.0%	9.8%	6.0%	13.3%
%H		96.6%	85.1%	25.9%	9.8%	70.1%	20.1%	50.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC East

Individual level data

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1847	1804	1730	867	242	1242	587	656
%H		97.7%	93.7%	46.9%	13.1%	67.2%	31.8%	35.5%
Working full time	574	565	545	289	102	354	186	168
%V	31.1%	31.3%	31.5%	33.3%	42.1%	28.5%	31.7%	25.6%
%H		98.4%	94.9%	50.3%	17.8%	61.7%	32.4%	29.3%
Working part time	367	363	358	198	56	252	138	114
%V	19.9%	20.1%	20.7%	22.8%	23.1%	20.3%	23.5%	17.4%
%H		98.9%	97.5%	54.0%	15.3%	68.7%	37.6%	31.1%
Not working	906	877	827	380	85	636	262	373
%V	49.1%	48.6%	47.8%	43.8%	35.1%	51.2%	44.6%	56.9%
%H		96.8%	91.3%	41.9%	9.4%	70.2%	28.9%	41.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC West

Household level data

Table 5.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1024	983	981	384	148	784	329	455
%H (All HH)		96.0%	95.8%	37.5%	14.5%	76.6%	32.1%	44.4%
%H (TV HH)			99.8%	39.1%	15.1%	79.8%	33.5%	46.3%
AB	254	248	248	107	39	194	91	103
%V	24.8%	25.2%	25.3%	27.9%	26.4%	24.7%	27.7%	22.6%
%H (All HH)		97.6%	97.6%	42.1%	15.4%	76.4%	35.8%	40.6%
%H (TV HH)			100.0%	43.1%	15.7%	78.2%	36.7%	41.5%
C1	306	288	287	118	45	225	99	126
%V	29.9%	29.3%	29.3%	30.7%	30.4%	28.7%	30.1%	27.7%
%H (All HH)		94.1%	93.8%	38.6%	14.7%	73.5%	32.4%	41.2%
%H (TV HH)			99.7%	41.0%	15.6%	78.1%	34.4%	43.8%
C2	221	215	215	85	36	177	81	96
%V	21.6%	21.9%	21.9%	22.1%	24.3%	22.6%	24.6%	21.1%
%H (All HH)		97.3%	97.3%	38.5%	16.3%	80.1%	36.7%	43.4%
%H (TV HH)			100.0%	39.5%	16.7%	82.3%	37.7%	44.7%
D	145	140	140	53	20	113	45	68
%V	14.2%	14.2%	14.3%	13.8%	13.5%	14.4%	13.7%	14.9%
%H (All HH)		96.6%	96.6%	36.6%	13.8%	77.9%	31.0%	46.9%
%H (TV HH)			100.0%	37.9%	14.3%	80.7%	32.1%	48.6%
E	97	91	91	21	9	76	14	62
%V	9.5%	9.3%	9.3%	5.5%	6.1%	9.7%	4.3%	13.6%
%H (All HH)		93.8%	93.8%	21.6%	9.3%	78.4%	14.4%	63.9%
%H (TV HH)			100.0%	23.1%	9.9%	83.5%	15.4%	68.1%

Base: BBC West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC West

Household level data

Table 5.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1024	983	981	384	148	784	329	455
%H (All HH)		96.0%	95.8%	37.5%	14.5%	76.6%	32.1%	44.4%
%H (TV HH)			99.8%	39.1%	15.1%	79.8%	33.5%	46.3%
Under 25	52	44	44	11	10	32	7	24
%V	5.1%	4.5%	4.5%	2.9%	6.8%	4.1%	2.1%	5.3%
%H (All HH)		84.6%	84.6%	21.2%	19.2%	61.5%	13.5%	46.2%
%H (TV HH)			100.0%	25.0%	22.7%	72.7%	15.9%	54.5%
25 - 34	142	130	130	59	26	93	47	46
%V	13.9%	13.2%	13.3%	15.4%	17.6%	11.9%	14.3%	10.1%
%H (All HH)		91.5%	91.5%	41.5%	18.3%	65.5%	33.1%	32.4%
%H (TV HH)			100.0%	45.4%	20.0%	71.5%	36.2%	35.4%
35 - 44	179	173	173	79	32	132	70	63
%V	17.5%	17.6%	17.6%	20.6%	21.6%	16.8%	21.3%	13.8%
%H (All HH)		96.6%	96.6%	44.1%	17.9%	73.7%	39.1%	35.2%
%H (TV HH)			100.0%	45.7%	18.5%	76.3%	40.5%	36.4%
45 - 54	201	194	192	84	35	155	81	74
%V	19.6%	19.7%	19.6%	21.9%	23.6%	19.8%	24.6%	16.3%
%H (All HH)		96.5%	95.5%	41.8%	17.4%	77.1%	40.3%	36.8%
%H (TV HH)			99.0%	43.3%	18.0%	79.9%	41.8%	38.1%
55 - 64	176	170	170	78	22	138	66	72
%V	17.2%	17.3%	17.3%	20.3%	14.9%	17.6%	20.1%	15.8%
%H (All HH)		96.6%	96.6%	44.3%	12.5%	78.4%	37.5%	40.9%
%H (TV HH)			100.0%	45.9%	12.9%	81.2%	38.8%	42.4%
65 +	275	272	271	74	22	235	58	176
%V	26.9%	27.7%	27.6%	19.3%	14.9%	30.0%	17.6%	38.7%
%H (All HH)		98.9%	98.5%	26.9%	8.0%	85.5%	21.1%	64.0%
%H (TV HH)			99.6%	27.2%	8.1%	86.4%	21.3%	64.7%

Base: BBC West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC West

Household level data

Table 5.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1024	983	981	384	148	784	329	455
%H (All HH)		96.0%	95.8%	37.5%	14.5%	76.6%	32.1%	44.4%
%H (TV HH)			99.8%	39.1%	15.1%	79.8%	33.5%	46.3%
1	345	319	317	84	35	254	56	198
%V	33.7%	32.5%	32.3%	21.9%	23.6%	32.4%	17.0%	43.5%
%H (All HH)		92.5%	91.9%	24.3%	10.1%	73.6%	16.2%	57.4%
%H (TV HH)			99.4%	26.3%	11.0%	79.6%	17.6%	62.1%
2	342	334	334	135	47	269	114	155
%V	33.4%	34.0%	34.0%	35.2%	31.8%	34.3%	34.7%	34.1%
%H (All HH)		97.7%	97.7%	39.5%	13.7%	78.7%	33.3%	45.3%
%H (TV HH)			100.0%	40.4%	14.1%	80.5%	34.1%	46.4%
3	157	154	154	75	31	120	71	49
%V	15.3%	15.7%	15.7%	19.5%	20.9%	15.3%	21.6%	10.8%
%H (All HH)		98.1%	98.1%	47.8%	19.7%	76.4%	45.2%	31.2%
%H (TV HH)			100.0%	48.7%	20.1%	77.9%	46.1%	31.8%
4	122	121	121	56	26	98	59	39
%V	11.9%	12.3%	12.3%	14.6%	17.6%	12.5%	17.9%	8.6%
%H (All HH)		99.2%	99.2%	45.9%	21.3%	80.3%	48.4%	32.0%
%H (TV HH)			100.0%	46.3%	21.5%	81.0%	48.8%	32.2%
5+	59	56	56	33	8	43	29	15
%V	5.8%	5.7%	5.7%	8.6%	5.4%	5.5%	8.8%	3.3%
%H (All HH)		94.9%	94.9%	55.9%	13.6%	72.9%	49.2%	25.4%
%H (TV HH)			100.0%	58.9%	14.3%	76.8%	51.8%	26.8%
Average HH size	2.25	2.27	2.27	2.56	2.50	2.27	2.69	1.96

Base: BBC West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1024	983	981	384	148	784	329	455
%H (All HH)		96.0%	95.8%	37.5%	14.5%	76.6%	32.1%	44.4%
%H (TV HH)			99.8%	39.1%	15.1%	79.8%	33.5%	46.3%
Without	785	748	746	266	106	603	225	378
%V	76.7%	76.1%	76.0%	69.3%	71.6%	76.9%	68.4%	83.1%
%H (All HH)		95.3%	95.0%	33.9%	13.5%	76.8%	28.7%	48.2%
%H (TV HH)			99.7%	35.6%	14.2%	80.6%	30.1%	50.5%
With	239	235	235	118	42	181	104	77
%V	23.3%	23.9%	24.0%	30.7%	28.4%	23.1%	31.6%	16.9%
%H (All HH)		98.3%	98.3%	49.4%	17.6%	75.7%	43.5%	32.2%
%H (TV HH)			100.0%	50.2%	17.9%	77.0%	44.3%	32.8%
0 - 3	88	85	85	37	18	62	31	30
%V	8.6%	8.6%	8.7%	9.6%	12.2%	7.9%	9.4%	6.6%
%H (All HH)		96.6%	96.6%	42.0%	20.5%	70.5%	35.2%	34.1%
%H (TV HH)			100.0%	43.5%	21.2%	72.9%	36.5%	35.3%
4 - 9	115	114	114	59	19	84	47	37
%V	11.2%	11.6%	11.6%	15.4%	12.8%	10.7%	14.3%	8.1%
%H (All HH)		99.1%	99.1%	51.3%	16.5%	73.0%	40.9%	32.2%
%H (TV HH)			100.0%	51.8%	16.7%	73.7%	41.2%	32.5%
10 - 15	117	117	117	61	21	94	59	36
%V	11.4%	11.9%	11.9%	15.9%	14.2%	12.0%	17.9%	7.9%
%H (All HH)		100.0%	100.0%	52.1%	17.9%	80.3%	50.4%	30.8%
%H (TV HH)			100.0%	52.1%	17.9%	80.3%	50.4%	30.8%

Base: BBC West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC West

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1024	983	981	384	148	784	329	455
%H (All HH)		96.0%	95.8%	37.5%	14.5%	76.6%	32.1%	44.4%
%H (TV HH)			99.8%	39.1%	15.1%	79.8%	33.5%	46.3%
1	393	393	392	109	60	282	59	223
%V	38.4%	40.0%	40.0%	28.4%	40.5%	36.0%	17.9%	49.0%
%H (All HH)		100.0%	99.7%	27.7%	15.3%	71.8%	15.0%	56.7%
%H (TV HH)			99.7%	27.7%	15.3%	71.8%	15.0%	56.7%
2	352	352	351	149	52	291	137	154
%V	34.4%	35.8%	35.8%	38.8%	35.1%	37.1%	41.6%	33.8%
%H (All HH)		100.0%	99.7%	42.3%	14.8%	82.7%	38.9%	43.8%
%H (TV HH)			99.7%	42.3%	14.8%	82.7%	38.9%	43.8%
3	157	157	157	73	25	138	78	60
%V	15.3%	16.0%	16.0%	19.0%	16.9%	17.6%	23.7%	13.2%
%H (All HH)		100.0%	100.0%	46.5%	15.9%	87.9%	49.7%	38.2%
%H (TV HH)			100.0%	46.5%	15.9%	87.9%	49.7%	38.2%
4	57	57	57	34	10	51	38	14
%V	5.6%	5.8%	5.8%	8.9%	6.8%	6.5%	11.6%	3.1%
%H (All HH)		100.0%	100.0%	59.6%	17.5%	89.5%	66.7%	24.6%
%H (TV HH)			100.0%	59.6%	17.5%	89.5%	66.7%	24.6%
5+	24	24	24	19	1	22	18	4
%V	2.3%	2.4%	2.4%	4.9%	0.7%	2.8%	5.5%	0.9%
%H (All HH)		100.0%	100.0%	79.2%	4.2%	91.7%	75.0%	16.7%
%H (TV HH)			100.0%	79.2%	4.2%	91.7%	75.0%	16.7%

Base: BBC West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC West

Household level data

Table 5.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1024	983	981	384	148	784	329	455
%H (All HH)		96.0%	95.8%	37.5%	14.5%	76.6%	32.1%	44.4%
%H (TV HH)			99.8%	39.1%	15.1%	79.8%	33.5%	46.3%
Under 20"	391	391	390	164	53	338	164	174
%V	38.2%	39.8%	39.8%	42.7%	35.8%	43.1%	49.8%	38.2%
%H (All HH)		100.0%	99.7%	41.9%	13.6%	86.4%	41.9%	44.5%
%H (TV HH)			99.7%	41.9%	13.6%	86.4%	41.9%	44.5%
20" - 29"	470	470	469	176	60	391	154	236
%V	45.9%	47.8%	47.8%	45.8%	40.5%	49.9%	46.8%	51.9%
%H (All HH)		100.0%	99.8%	37.4%	12.8%	83.2%	32.8%	50.2%
%H (TV HH)			99.8%	37.4%	12.8%	83.2%	32.8%	50.2%
30" - 39"	492	492	491	210	82	393	192	202
%V	48.0%	50.1%	50.1%	54.7%	55.4%	50.1%	58.4%	44.4%
%H (All HH)		100.0%	99.8%	42.7%	16.7%	79.9%	39.0%	41.1%
%H (TV HH)			99.8%	42.7%	16.7%	79.9%	39.0%	41.1%
40" and over	260	260	260	153	45	198	133	65
%V	25.4%	26.4%	26.5%	39.8%	30.4%	25.3%	40.4%	14.3%
%H (All HH)		100.0%	100.0%	58.8%	17.3%	76.2%	51.2%	25.0%
%H (TV HH)			100.0%	58.8%	17.3%	76.2%	51.2%	25.0%

Base: BBC West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC West

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1024	983	981	384	148	784	329	455
%H (All HH)		96.0%	95.8%	37.5%	14.5%	76.6%	32.1%	44.4%
%H (TV HH)			99.8%	39.1%	15.1%	79.8%	33.5%	46.3%
Main living room	967	967	965	380	146	770	327	444
%V	94.4%	98.4%	98.4%	99.0%	98.6%	98.2%	99.4%	97.6%
%H (All HH)		100.0%	99.8%	39.3%	15.1%	79.6%	33.8%	45.9%
%H (TV HH)			99.8%	39.3%	15.1%	79.6%	33.8%	45.9%
Kitchen	130	130	130	65	10	114	58	56
%V	12.7%	13.2%	13.3%	16.9%	6.8%	14.5%	17.6%	12.3%
%H (All HH)		100.0%	100.0%	50.0%	7.7%	87.7%	44.6%	43.1%
%H (TV HH)			100.0%	50.0%	7.7%	87.7%	44.6%	43.1%
Adult's bedroom	432	432	432	203	68	373	209	164
%V	42.2%	43.9%	44.0%	52.9%	45.9%	47.6%	63.5%	36.0%
%H (All HH)		100.0%	100.0%	47.0%	15.7%	86.3%	48.4%	38.0%
%H (TV HH)			100.0%	47.0%	15.7%	86.3%	48.4%	38.0%
Child's bedroom	96	96	96	53	18	80	54	26
%V	9.4%	9.8%	9.8%	13.8%	12.2%	10.2%	16.4%	5.7%
%H (All HH)		100.0%	100.0%	55.2%	18.8%	83.3%	56.3%	27.1%
%H (TV HH)			100.0%	55.2%	18.8%	83.3%	56.3%	27.1%
Other bedroom	54	54	54	33	4	46	28	18
%V	5.3%	5.5%	5.5%	8.6%	2.7%	5.9%	8.5%	4.0%
%H (All HH)		100.0%	100.0%	61.1%	7.4%	85.2%	51.9%	33.3%
%H (TV HH)			100.0%	61.1%	7.4%	85.2%	51.9%	33.3%
Second living/dining room	110	110	110	53	14	93	50	43
%V	10.7%	11.2%	11.2%	13.8%	9.5%	11.9%	15.2%	9.5%
%H (All HH)		100.0%	100.0%	48.2%	12.7%	84.5%	45.5%	39.1%
%H (TV HH)			100.0%	48.2%	12.7%	84.5%	45.5%	39.1%
Study/office	24	24	24	13	2	21	13	8
%V	2.3%	2.4%	2.4%	3.4%	1.4%	2.7%	4.0%	1.8%
%H (All HH)		100.0%	100.0%	54.2%	8.3%	87.5%	54.2%	33.3%
%H (TV HH)			100.0%	54.2%	8.3%	87.5%	54.2%	33.3%
TV room	8	8	8	4	0	7	4	3
%V	0.8%	0.8%	0.8%	1.0%	0.0%	0.9%	1.2%	0.7%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	87.5%	50.0%	37.5%
%H (TV HH)			100.0%	50.0%	0.0%	87.5%	50.0%	37.5%
No specific location	2	2	2	1	1	1	1	0
%V	0.2%	0.2%	0.2%	0.3%	0.7%	0.1%	0.3%	0.0%
%H (All HH)		100.0%	100.0%	50.0%	50.0%	50.0%	50.0%	0.0%
%H (TV HH)			100.0%	50.0%	50.0%	50.0%	50.0%	0.0%
Other	2	2	2	1	0	2	1	1
%V	0.2%	0.2%	0.2%	0.3%	0.0%	0.3%	0.3%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	100.0%	50.0%	50.0%

Base: BBC West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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BBC West

Household level data

Table 5.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1024	983	981	384	148	784	329	455
%H (All HH)		96.0%	95.8%	37.5%	14.5%	76.6%	32.1%	44.4%
%H (TV HH)			99.8%	39.1%	15.1%	79.8%	33.5%	46.3%
PVR	484	484	484	283	75	359	229	129
%V	47.3%	49.2%	49.3%	73.7%	50.7%	45.8%	69.6%	28.4%
%H (All HH)		100.0%	100.0%	58.5%	15.5%	74.2%	47.3%	26.7%
%H (TV HH)			100.0%	58.5%	15.5%	74.2%	47.3%	26.7%
DVDR	120	120	120	45	22	98	45	53
%V	11.7%	12.2%	12.2%	11.7%	14.9%	12.5%	13.7%	11.6%
%H (All HH)		100.0%	100.0%	37.5%	18.3%	81.7%	37.5%	44.2%
%H (TV HH)			100.0%	37.5%	18.3%	81.7%	37.5%	44.2%
VCR	115	115	114	38	29	86	38	48
%V	11.2%	11.7%	11.6%	9.9%	19.6%	11.0%	11.6%	10.5%
%H (All HH)		100.0%	99.1%	33.0%	25.2%	74.8%	33.0%	41.7%
%H (TV HH)			99.1%	33.0%	25.2%	74.8%	33.0%	41.7%
Any recorder	580	580	579	306	98	436	257	179
%V	56.6%	59.0%	59.0%	79.7%	66.2%	55.6%	78.1%	39.3%
%H (All HH)		100.0%	99.8%	52.8%	16.9%	75.2%	44.3%	30.9%
%H (TV HH)			99.8%	52.8%	16.9%	75.2%	44.3%	30.9%

Base: BBC West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC West

Household level data

Table 5.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1024	983	981	384	148	784	329	455
%H (All HH)		96.0%	95.8%	37.5%	14.5%	76.6%	32.1%	44.4%
%H (TV HH)			99.8%	39.1%	15.1%	79.8%	33.5%	46.3%
Receives HDTV (via STB or built-in reception)	308	308	308	169	81	224	163	61
%V	30.1%	31.3%	31.4%	44.0%	54.7%	28.6%	49.5%	13.4%
%H (All HH)		100.0%	100.0%	54.9%	26.3%	72.7%	52.9%	19.8%
%H (TV HH)			100.0%	54.9%	26.3%	72.7%	52.9%	19.8%
DVD/Blu-ray player or recorder	803	803	802	334	128	641	296	345
%V	78.4%	81.7%	81.8%	87.0%	86.5%	81.8%	90.0%	75.8%
%H (All HH)		100.0%	99.9%	41.6%	15.9%	79.8%	36.9%	43.0%
%H (TV HH)			99.9%	41.6%	15.9%	79.8%	36.9%	43.0%

Base: BBC West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC West
Household level data
Table 5.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1024	983	981	384	148	784	329	455
%H (All HH)		96.0%	95.8%	37.5%	14.5%	76.6%	32.1%	44.4%
%H (TV HH)			99.8%	39.1%	15.1%	79.8%	33.5%	46.3%
Has PC or Laptop	778	748	747	332	133	579	293	286
%V	76.0%	76.1%	76.1%	86.5%	89.9%	73.9%	89.1%	62.9%
%H (All HH)		96.1%	96.0%	42.7%	17.1%	74.4%	37.7%	36.8%
%H (TV HH)			99.9%	44.4%	17.8%	77.4%	39.2%	38.2%
Has broadband internet	738	710	710	322	129	548	286	262
%V	72.1%	72.2%	72.4%	83.9%	87.2%	69.9%	86.9%	57.6%
%H (All HH)		96.2%	96.2%	43.6%	17.5%	74.3%	38.8%	35.5%
%H (TV HH)			100.0%	45.4%	18.2%	77.2%	40.3%	36.9%

Base: BBC West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC West
Set level data
Table 5.11: Screen Size
Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1924	1921	860	284	1599	811	788
%H		99.8%	44.7%	14.8%	83.1%	42.2%	41.0%
Under 20"	511	511	222	65	450	225	225
%V	26.6%	26.6%	25.8%	22.9%	28.1%	27.7%	28.6%
%H		100.0%	43.4%	12.7%	88.1%	44.0%	44.0%
20" - 29"	563	562	220	74	478	206	272
%V	29.3%	29.3%	25.6%	26.1%	29.9%	25.4%	34.5%
%H		99.8%	39.1%	13.1%	84.9%	36.6%	48.3%
30" - 39"	561	560	250	96	450	233	217
%V	29.2%	29.2%	29.1%	33.8%	28.1%	28.7%	27.5%
%H		99.8%	44.6%	17.1%	80.2%	41.5%	38.7%
40" and over	280	280	167	48	215	145	70
%V	14.6%	14.6%	19.4%	16.9%	13.4%	17.9%	8.9%
%H		100.0%	59.6%	17.1%	76.8%	51.8%	25.0%
Don't know	8	8	2	1	6	1	5
%V	0.4%	0.4%	0.2%	0.4%	0.4%	0.1%	0.6%
%H		100.0%	25.0%	12.5%	75.0%	12.5%	62.5%

Base: BBC West - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC West

Set level data

Table 5.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1924	1921	860	284	1599	811	788
%H		99.8%	44.7%	14.8%	83.1%	42.2%	41.0%
Main living room	970	968	381	147	773	328	445
%V	50.4%	50.4%	44.3%	51.8%	48.3%	40.4%	56.5%
%H		99.8%	39.3%	15.2%	79.7%	33.8%	45.9%
Kitchen	130	130	65	10	114	58	56
%V	6.8%	6.8%	7.6%	3.5%	7.1%	7.2%	7.1%
%H		100.0%	50.0%	7.7%	87.7%	44.6%	43.1%
Adult's bedroom	489	489	233	80	426	246	180
%V	25.4%	25.5%	27.1%	28.2%	26.6%	30.3%	22.8%
%H		100.0%	47.6%	16.4%	87.1%	50.3%	36.8%
Child's bedroom	126	126	70	25	108	76	32
%V	6.5%	6.6%	8.1%	8.8%	6.8%	9.4%	4.1%
%H		100.0%	55.6%	19.8%	85.7%	60.3%	25.4%
Other bedroom	60	60	38	4	52	34	19
%V	3.1%	3.1%	4.4%	1.4%	3.3%	4.2%	2.4%
%H		100.0%	63.3%	6.7%	86.7%	56.7%	31.7%
Second living/dining room	111	111	54	14	94	51	43
%V	5.8%	5.8%	6.3%	4.9%	5.9%	6.3%	5.5%
%H		100.0%	48.6%	12.6%	84.7%	45.9%	38.7%
Study/office	24	24	14	2	21	13	8
%V	1.2%	1.2%	1.6%	0.7%	1.3%	1.6%	1.0%
%H		100.0%	58.3%	8.3%	87.5%	54.2%	33.3%
TV room	8	8	4	0	7	4	3
%V	0.4%	0.4%	0.5%	0.0%	0.4%	0.5%	0.4%
%H		100.0%	50.0%	0.0%	87.5%	50.0%	37.5%
No specific location	2	2	1	1	1	1	0
%V	0.1%	0.1%	0.1%	0.4%	0.1%	0.1%	0.0%
%H		100.0%	50.0%	50.0%	50.0%	50.0%	0.0%
Other	2	2	1	0	2	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC West

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1924	1921	860	284	1599	811	788
%H		99.8%	44.7%	14.8%	83.1%	42.2%	41.0%
PVR	582	582	353	85	427	281	146
%V	30.2%	30.3%	41.0%	29.9%	26.7%	34.6%	18.5%
%H		100.0%	60.7%	14.6%	73.4%	48.3%	25.1%
DVDR	129	129	50	22	106	49	57
%V	6.7%	6.7%	5.8%	7.7%	6.6%	6.0%	7.2%
%H		100.0%	38.8%	17.1%	82.2%	38.0%	44.2%
VCR	129	128	42	32	96	41	55
%V	6.7%	6.7%	4.9%	11.3%	6.0%	5.1%	7.0%
%H		99.2%	32.6%	24.8%	74.4%	31.8%	42.6%
Any recorder	714	713	391	114	536	324	212
%V	37.1%	37.1%	45.5%	40.1%	33.5%	40.0%	26.9%
%H		99.9%	54.8%	16.0%	75.1%	45.4%	29.7%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1924	1921	860	284	1599	811	788
%H		99.8%	44.7%	14.8%	83.1%	42.2%	41.0%
Receives HDTV (via STB or built-in reception)	365	365	198	96	263	188	75
%V	19.0%	19.0%	23.0%	33.8%	16.4%	23.2%	9.5%
%H		100.0%	54.2%	26.3%	72.1%	51.5%	20.5%
DVD/Blu-ray player or recorder	1187	1185	545	191	974	516	458
%V	61.7%	61.7%	63.4%	67.3%	60.9%	63.6%	58.1%
%H		99.8%	45.9%	16.1%	82.1%	43.5%	38.6%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC West
Set level data
Table 5.15: Main Set Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	983	981	384	148	784	329	455
%H		99.8%	39.1%	15.1%	79.8%	33.5%	46.3%
Under 20"	44	44	7	6	36	5	32
%V	4.5%	4.5%	1.8%	4.1%	4.6%	1.5%	7.0%
%H		100.0%	15.9%	13.6%	81.8%	11.4%	72.7%
20" - 29"	279	278	70	31	230	51	179
%V	28.4%	28.3%	18.2%	20.9%	29.3%	15.5%	39.3%
%H		99.6%	25.1%	11.1%	82.4%	18.3%	64.2%
30" - 39"	411	410	161	70	327	147	180
%V	41.8%	41.8%	41.9%	47.3%	41.7%	44.7%	39.6%
%H		99.8%	39.2%	17.0%	79.6%	35.8%	43.8%
40" and over	246	246	145	41	188	126	62
%V	25.0%	25.1%	37.8%	27.7%	24.0%	38.3%	13.6%
%H		100.0%	58.9%	16.7%	76.4%	51.2%	25.2%
Don't know	3	3	0	0	3	0	2
%V	0.3%	0.3%	0.0%	0.0%	0.4%	0.0%	0.4%
%H		100.0%	0.0%	0.0%	100.0%	0.0%	66.7%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	983	981	384	148	784	329	455
%H		99.8%	39.1%	15.1%	79.8%	33.5%	46.3%
PVR	474	474	279	73	349	224	125
%V	48.2%	48.3%	72.7%	49.3%	44.5%	68.1%	27.5%
%H		100.0%	58.9%	15.4%	73.6%	47.3%	26.4%
DVDR	108	108	41	21	87	40	47
%V	11.0%	11.0%	10.7%	14.2%	11.1%	12.2%	10.3%
%H		100.0%	38.0%	19.4%	80.6%	37.0%	43.5%
VCR	95	94	30	25	70	30	40
%V	9.7%	9.6%	7.8%	16.9%	8.9%	9.1%	8.8%
%H		98.9%	31.6%	26.3%	73.7%	31.6%	42.1%
Any recorder	566	565	301	94	423	249	174
%V	57.6%	57.6%	78.4%	63.5%	54.0%	75.7%	38.2%
%H		99.8%	53.2%	16.6%	74.7%	44.0%	30.7%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	983	981	384	148	784	329	455
%H		99.8%	39.1%	15.1%	79.8%	33.5%	46.3%
Receives HDTV (via STB or built-in reception)	294	294	162	79	211	155	55
%V	29.9%	30.0%	42.2%	53.4%	26.9%	47.1%	12.1%
%H		100.0%	55.1%	26.9%	71.8%	52.7%	18.7%
DVD/Blu-ray player or recorder	762	760	313	123	606	277	329
%V	77.5%	77.5%	81.5%	83.1%	77.3%	84.2%	72.3%
%H		99.7%	41.1%	16.1%	79.5%	36.4%	43.2%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Set level data

Table 5.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	940	940	477	137	814	481	333
%H		100.0%	50.7%	14.6%	86.6%	51.2%	35.4%
Under 20"	467	467	215	60	414	221	193
%V	49.7%	49.7%	45.1%	43.8%	50.9%	45.9%	58.0%
%H		100.0%	46.0%	12.8%	88.7%	47.3%	41.3%
20" - 29"	284	284	150	44	248	155	93
%V	30.2%	30.2%	31.4%	32.1%	30.5%	32.2%	27.9%
%H		100.0%	52.8%	15.5%	87.3%	54.6%	32.7%
30" - 39"	150	150	89	26	123	86	37
%V	16.0%	16.0%	18.7%	19.0%	15.1%	17.9%	11.1%
%H		100.0%	59.3%	17.3%	82.0%	57.3%	24.7%
40" and over	34	34	22	6	27	19	8
%V	3.6%	3.6%	4.6%	4.4%	3.3%	4.0%	2.4%
%H		100.0%	64.7%	17.6%	79.4%	55.9%	23.5%
Don't know	4	4	1	0	3	0	3
%V	0.4%	0.4%	0.2%	0.0%	0.4%	0.0%	0.9%
%H		100.0%	25.0%	0.0%	75.0%	0.0%	75.0%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC West

Set level data

Table 5.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	940	940	477	137	814	481	333
%H		100.0%	50.7%	14.6%	86.6%	51.2%	35.4%
PVR	108	108	74	13	79	58	21
%V	11.5%	11.5%	15.5%	9.5%	9.7%	12.1%	6.3%
%H		100.0%	68.5%	12.0%	73.1%	53.7%	19.4%
DVDR	21	21	9	2	19	9	10
%V	2.2%	2.2%	1.9%	1.5%	2.3%	1.9%	3.0%
%H		100.0%	42.9%	9.5%	90.5%	42.9%	47.6%
VCR	34	34	12	7	27	12	15
%V	3.6%	3.6%	2.5%	5.1%	3.3%	2.5%	4.5%
%H		100.0%	35.3%	20.6%	79.4%	35.3%	44.1%
Any recorder	148	148	91	20	113	75	38
%V	15.7%	15.7%	19.1%	14.6%	13.9%	15.6%	11.4%
%H		100.0%	61.5%	13.5%	76.4%	50.7%	25.7%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	940	940	477	137	814	481	333
%H		100.0%	50.7%	14.6%	86.6%	51.2%	35.4%
Receives HDTV (via STB or built-in reception)	71	71	36	17	52	33	19
%V	7.6%	7.6%	7.5%	12.4%	6.4%	6.9%	5.7%
%H		100.0%	50.7%	23.9%	73.2%	46.5%	26.8%
DVD/Blu-ray player or recorder	425	425	232	68	369	240	129
%V	45.2%	45.2%	48.6%	49.6%	45.3%	49.9%	38.7%
%H		100.0%	54.6%	16.0%	86.8%	56.5%	30.4%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2300	2233	2230	981	370	1777	888	890
%H		97.1%	97.0%	42.7%	16.1%	77.3%	38.6%	38.7%
Total Children	401	395	395	197	70	302	172	130
%V	17.4%	17.7%	17.7%	20.1%	18.9%	17.0%	19.4%	14.6%
%H		98.5%	98.5%	49.1%	17.5%	75.3%	42.9%	32.4%
0 - 3	104	100	100	41	22	73	36	37
%V	4.5%	4.5%	4.5%	4.2%	5.9%	4.1%	4.1%	4.2%
%H		96.2%	96.2%	39.4%	21.2%	70.2%	34.6%	35.6%
4 - 15	297	295	295	155	47	229	136	93
%V	12.9%	13.2%	13.2%	15.8%	12.7%	12.9%	15.3%	10.4%
%H		99.3%	99.3%	52.2%	15.8%	77.1%	45.8%	31.3%
4 - 9	148	146	146	79	21	108	62	46
%V	6.4%	6.5%	6.5%	8.1%	5.7%	6.1%	7.0%	5.2%
%H		98.6%	98.6%	53.4%	14.2%	73.0%	41.9%	31.1%
10 - 15	149	149	149	77	26	121	74	47
%V	6.5%	6.7%	6.7%	7.8%	7.0%	6.8%	8.3%	5.3%
%H		100.0%	100.0%	51.7%	17.4%	81.2%	49.7%	31.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC West

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2300	2233	2230	981	370	1777	888	890
%H		97.1%	97.0%	42.7%	16.1%	77.3%	38.6%	38.7%
Total Adults (16+)	1899	1838	1836	785	300	1476	715	760
%V	82.6%	82.3%	82.3%	80.0%	81.1%	83.1%	80.5%	85.4%
%H		96.8%	96.7%	41.3%	15.8%	77.7%	37.7%	40.0%
16 - 19	119	117	117	59	18	93	52	41
%V	5.2%	5.2%	5.2%	6.0%	4.9%	5.2%	5.9%	4.6%
%H		98.3%	98.3%	49.6%	15.1%	78.2%	43.7%	34.5%
20 - 24	155	139	139	55	31	109	56	53
%V	6.7%	6.2%	6.2%	5.6%	8.4%	6.1%	6.3%	6.0%
%H		89.7%	89.7%	35.5%	20.0%	70.3%	36.1%	34.2%
25 - 34	276	262	262	121	61	197	115	82
%V	12.0%	11.7%	11.7%	12.3%	16.5%	11.1%	13.0%	9.2%
%H		94.9%	94.9%	43.8%	22.1%	71.4%	41.7%	29.7%
35 - 44	311	301	301	142	54	229	123	106
%V	13.5%	13.5%	13.5%	14.5%	14.6%	12.9%	13.9%	11.9%
%H		96.8%	96.8%	45.7%	17.4%	73.6%	39.5%	34.1%
45 - 54	343	334	333	156	58	268	149	119
%V	14.9%	15.0%	14.9%	15.9%	15.7%	15.1%	16.8%	13.4%
%H		97.4%	97.1%	45.5%	16.9%	78.1%	43.4%	34.7%
55 - 64	288	281	281	130	44	229	119	110
%V	12.5%	12.6%	12.6%	13.3%	11.9%	12.9%	13.4%	12.4%
%H		97.6%	97.6%	45.1%	15.3%	79.5%	41.3%	38.2%
65+	408	404	404	120	34	352	101	251
%V	17.7%	18.1%	18.1%	12.2%	9.2%	19.8%	11.4%	28.2%
%H		99.0%	99.0%	29.4%	8.3%	86.3%	24.8%	61.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1899	1838	1836	785	300	1476	715	760
%H		96.8%	96.7%	41.3%	15.8%	77.7%	37.7%	40.0%
AB	497	488	488	216	79	384	191	193
%V	26.2%	26.6%	26.6%	27.5%	26.3%	26.0%	26.7%	25.4%
%H		98.2%	98.2%	43.5%	15.9%	77.3%	38.4%	38.8%
C1	571	543	542	244	96	425	218	207
%V	30.1%	29.5%	29.5%	31.1%	32.0%	28.8%	30.5%	27.2%
%H		95.1%	94.9%	42.7%	16.8%	74.4%	38.2%	36.3%
C2	432	421	421	177	75	350	178	172
%V	22.7%	22.9%	22.9%	22.5%	25.0%	23.7%	24.9%	22.6%
%H		97.5%	97.5%	41.0%	17.4%	81.0%	41.2%	39.8%
D	273	267	266	115	40	221	109	112
%V	14.4%	14.5%	14.5%	14.6%	13.3%	15.0%	15.2%	14.7%
%H		97.8%	97.4%	42.1%	14.7%	81.0%	39.9%	41.0%
E	126	119	119	33	10	96	20	76
%V	6.6%	6.5%	6.5%	4.2%	3.3%	6.5%	2.8%	10.0%
%H		94.4%	94.4%	26.2%	7.9%	76.2%	15.9%	60.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC West
Individual level data
Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1899	1838	1836	785	300	1476	715	760
%H		96.8%	96.7%	41.3%	15.8%	77.7%	37.7%	40.0%
Working full time	856	833	831	396	167	638	365	273
%V	45.1%	45.3%	45.3%	50.4%	55.7%	43.2%	51.0%	35.9%
%H		97.3%	97.1%	46.3%	19.5%	74.5%	42.6%	31.9%
Working part time	224	218	218	101	33	176	90	86
%V	11.8%	11.9%	11.9%	12.9%	11.0%	11.9%	12.6%	11.3%
%H		97.3%	97.3%	45.1%	14.7%	78.6%	40.2%	38.4%
Not working	819	787	786	288	100	662	260	401
%V	43.1%	42.8%	42.8%	36.7%	33.3%	44.9%	36.4%	52.8%
%H		96.1%	96.0%	35.2%	12.2%	80.8%	31.7%	49.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	938	899	898	411	152	708	369	339
%H		95.8%	95.7%	43.8%	16.2%	75.5%	39.3%	36.1%
16 - 19	59	59	59	29	9	48	27	21
%V	6.3%	6.6%	6.6%	7.1%	5.9%	6.8%	7.3%	6.2%
%H		100.0%	100.0%	49.2%	15.3%	81.4%	45.8%	35.6%
20 - 24	80	69	69	34	15	53	33	20
%V	8.5%	7.7%	7.7%	8.3%	9.9%	7.5%	8.9%	5.9%
%H		86.3%	86.3%	42.5%	18.8%	66.3%	41.3%	25.0%
25 - 34	141	133	133	60	34	101	61	39
%V	15.0%	14.8%	14.8%	14.6%	22.4%	14.3%	16.5%	11.5%
%H		94.3%	94.3%	42.6%	24.1%	71.6%	43.3%	27.7%
35 - 44	151	144	144	71	24	107	57	50
%V	16.1%	16.0%	16.0%	17.3%	15.8%	15.1%	15.4%	14.7%
%H		95.4%	95.4%	47.0%	15.9%	70.9%	37.7%	33.1%
45 - 54	172	168	167	78	30	133	74	59
%V	18.3%	18.7%	18.6%	19.0%	19.7%	18.8%	20.1%	17.4%
%H		97.7%	97.1%	45.3%	17.4%	77.3%	43.0%	34.3%
55 - 64	139	133	133	65	24	104	58	46
%V	14.8%	14.8%	14.8%	15.8%	15.8%	14.7%	15.7%	13.6%
%H		95.7%	95.7%	46.8%	17.3%	74.8%	41.7%	33.1%
65+	196	193	193	73	16	163	58	105
%V	20.9%	21.5%	21.5%	17.8%	10.5%	23.0%	15.7%	31.0%
%H		98.5%	98.5%	37.2%	8.2%	83.2%	29.6%	53.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC West
Individual level data
Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	938	899	898	411	152	708	369	339
%H		95.8%	95.7%	43.8%	16.2%	75.5%	39.3%	36.1%
AB	254	250	250	116	40	194	100	94
%V	27.1%	27.8%	27.8%	28.2%	26.3%	27.4%	27.1%	27.7%
%H		98.4%	98.4%	45.7%	15.7%	76.4%	39.4%	37.0%
C1	269	251	250	123	50	189	110	78
%V	28.7%	27.9%	27.8%	29.9%	32.9%	26.7%	29.8%	23.0%
%H		93.3%	92.9%	45.7%	18.6%	70.3%	40.9%	29.0%
C2	234	226	226	97	39	185	94	91
%V	24.9%	25.1%	25.2%	23.6%	25.7%	26.1%	25.5%	26.8%
%H		96.6%	96.6%	41.5%	16.7%	79.1%	40.2%	38.9%
D	127	124	124	60	19	102	57	45
%V	13.5%	13.8%	13.8%	14.6%	12.5%	14.4%	15.4%	13.3%
%H		97.6%	97.6%	47.2%	15.0%	80.3%	44.9%	35.4%
E	53	47	47	14	3	38	9	29
%V	5.7%	5.2%	5.2%	3.4%	2.0%	5.4%	2.4%	8.6%
%H		88.7%	88.7%	26.4%	5.7%	71.7%	17.0%	54.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC West

Individual level data

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	938	899	898	411	152	708	369	339
%H		95.8%	95.7%	43.8%	16.2%	75.5%	39.3%	36.1%
Working full time	535	518	517	255	101	397	233	164
%V	57.0%	57.6%	57.6%	62.0%	66.4%	56.1%	63.1%	48.4%
%H		96.8%	96.6%	47.7%	18.9%	74.2%	43.6%	30.7%
Working part time	42	40	40	19	4	32	15	16
%V	4.5%	4.4%	4.5%	4.6%	2.6%	4.5%	4.1%	4.7%
%H		95.2%	95.2%	45.2%	9.5%	76.2%	35.7%	38.1%
Not working	361	340	340	136	46	279	121	159
%V	38.5%	37.8%	37.9%	33.1%	30.3%	39.4%	32.8%	46.9%
%H		94.2%	94.2%	37.7%	12.7%	77.3%	33.5%	44.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC West

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	961	939	938	374	149	767	346	421
%H		97.7%	97.6%	38.9%	15.5%	79.8%	36.0%	43.8%
16 - 19	59	58	58	30	8	45	25	20
%V	6.1%	6.2%	6.2%	8.0%	5.4%	5.9%	7.2%	4.8%
%H		98.3%	98.3%	50.8%	13.6%	76.3%	42.4%	33.9%
20 - 24	76	71	71	21	16	56	23	33
%V	7.9%	7.6%	7.6%	5.6%	10.7%	7.3%	6.6%	7.8%
%H		93.4%	93.4%	27.6%	21.1%	73.7%	30.3%	43.4%
25 - 34	135	129	129	61	28	96	54	42
%V	14.0%	13.7%	13.8%	16.3%	18.8%	12.5%	15.6%	10.0%
%H		95.6%	95.6%	45.2%	20.7%	71.1%	40.0%	31.1%
35 - 44	160	156	156	71	30	122	66	56
%V	16.6%	16.6%	16.6%	19.0%	20.1%	15.9%	19.1%	13.3%
%H		97.5%	97.5%	44.4%	18.8%	76.3%	41.3%	35.0%
45 - 54	171	166	166	78	28	135	75	60
%V	17.8%	17.7%	17.7%	20.9%	18.8%	17.6%	21.7%	14.3%
%H		97.1%	97.1%	45.6%	16.4%	78.9%	43.9%	35.1%
55 - 64	149	148	148	66	20	125	61	64
%V	15.5%	15.8%	15.8%	17.6%	13.4%	16.3%	17.6%	15.2%
%H		99.3%	99.3%	44.3%	13.4%	83.9%	40.9%	43.0%
65+	212	211	210	47	18	189	43	146
%V	22.1%	22.5%	22.4%	12.6%	12.1%	24.6%	12.4%	34.7%
%H		99.5%	99.1%	22.2%	8.5%	89.2%	20.3%	68.9%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC West
Individual level data
Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	961	939	938	374	149	767	346	421
%H		97.7%	97.6%	38.9%	15.5%	79.8%	36.0%	43.8%
AB	243	238	238	100	39	190	92	99
%V	25.3%	25.3%	25.4%	26.7%	26.2%	24.8%	26.6%	23.5%
%H		97.9%	97.9%	41.2%	16.0%	78.2%	37.9%	40.7%
C1	302	292	291	120	46	236	108	128
%V	31.4%	31.1%	31.0%	32.1%	30.9%	30.8%	31.2%	30.4%
%H		96.7%	96.4%	39.7%	15.2%	78.1%	35.8%	42.4%
C2	197	195	195	80	36	165	84	80
%V	20.5%	20.8%	20.8%	21.4%	24.2%	21.5%	24.3%	19.0%
%H		99.0%	99.0%	40.6%	18.3%	83.8%	42.6%	40.6%
D	146	143	142	55	21	119	52	67
%V	15.2%	15.2%	15.1%	14.7%	14.1%	15.5%	15.0%	15.9%
%H		97.9%	97.3%	37.7%	14.4%	81.5%	35.6%	45.9%
E	74	72	72	18	7	58	11	47
%V	7.7%	7.7%	7.7%	4.8%	4.7%	7.6%	3.2%	11.2%
%H		97.3%	97.3%	24.3%	9.5%	78.4%	14.9%	63.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC West

Individual level data

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	961	939	938	374	149	767	346	421
%H		97.7%	97.6%	38.9%	15.5%	79.8%	36.0%	43.8%
Working full time	322	315	314	140	66	241	132	109
%V	33.5%	33.5%	33.5%	37.4%	44.3%	31.4%	38.2%	25.9%
%H		97.8%	97.5%	43.5%	20.5%	74.8%	41.0%	33.9%
Working part time	182	178	178	81	29	144	75	69
%V	18.9%	19.0%	19.0%	21.7%	19.5%	18.8%	21.7%	16.4%
%H		97.8%	97.8%	44.5%	15.9%	79.1%	41.2%	37.9%
Not working	458	447	446	153	54	382	140	243
%V	47.7%	47.6%	47.5%	40.9%	36.2%	49.8%	40.5%	57.7%
%H		97.6%	97.4%	33.4%	11.8%	83.4%	30.6%	53.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC South West

Household level data

Table 6.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	865	836	830	373	66	654	257	396
%H (All HH)		96.6%	96.0%	43.1%	7.6%	75.6%	29.7%	45.8%
%H (TV HH)			99.3%	44.6%	7.9%	78.2%	30.7%	47.4%
AB	215	209	207	102	13	158	65	93
%V	24.9%	25.0%	24.9%	27.3%	19.7%	24.2%	25.3%	23.5%
%H (All HH)		97.2%	96.3%	47.4%	6.0%	73.5%	30.2%	43.3%
%H (TV HH)			99.0%	48.8%	6.2%	75.6%	31.1%	44.5%
C1	270	263	262	120	25	203	85	118
%V	31.2%	31.5%	31.6%	32.2%	37.9%	31.0%	33.1%	29.8%
%H (All HH)		97.4%	97.0%	44.4%	9.3%	75.2%	31.5%	43.7%
%H (TV HH)			99.6%	45.6%	9.5%	77.2%	32.3%	44.9%
C2	191	184	181	91	15	144	66	77
%V	22.1%	22.0%	21.8%	24.4%	22.7%	22.0%	25.7%	19.4%
%H (All HH)		96.3%	94.8%	47.6%	7.9%	75.4%	34.6%	40.3%
%H (TV HH)			98.4%	49.5%	8.2%	78.3%	35.9%	41.8%
D	107	102	100	39	9	79	24	54
%V	12.4%	12.2%	12.0%	10.5%	13.6%	12.1%	9.3%	13.6%
%H (All HH)		95.3%	93.5%	36.4%	8.4%	73.8%	22.4%	50.5%
%H (TV HH)			98.0%	38.2%	8.8%	77.5%	23.5%	52.9%
E	83	79	79	21	4	69	16	54
%V	9.6%	9.4%	9.5%	5.6%	6.1%	10.6%	6.2%	13.6%
%H (All HH)		95.2%	95.2%	25.3%	4.8%	83.1%	19.3%	65.1%
%H (TV HH)			100.0%	26.6%	5.1%	87.3%	20.3%	68.4%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South West

Household level data

Table 6.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	865	836	830	373	66	654	257	396
%H (All HH)		96.6%	96.0%	43.1%	7.6%	75.6%	29.7%	45.8%
%H (TV HH)			99.3%	44.6%	7.9%	78.2%	30.7%	47.4%
Under 25	34	31	31	11	4	23	7	16
%V	3.9%	3.7%	3.7%	2.9%	6.1%	3.5%	2.7%	4.0%
%H (All HH)		91.2%	91.2%	32.4%	11.8%	67.6%	20.6%	47.1%
%H (TV HH)			100.0%	35.5%	12.9%	74.2%	22.6%	51.6%
25 - 34	104	100	99	53	12	61	27	34
%V	12.0%	12.0%	11.9%	14.2%	18.2%	9.3%	10.5%	8.6%
%H (All HH)		96.2%	95.2%	51.0%	11.5%	58.7%	26.0%	32.7%
%H (TV HH)			99.0%	53.0%	12.0%	61.0%	27.0%	34.0%
35 - 44	140	135	135	77	14	97	51	46
%V	16.2%	16.1%	16.3%	20.6%	21.2%	14.8%	19.8%	11.6%
%H (All HH)		96.4%	96.4%	55.0%	10.0%	69.3%	36.4%	32.9%
%H (TV HH)			100.0%	57.0%	10.4%	71.9%	37.8%	34.1%
45 - 54	153	147	146	69	20	116	58	58
%V	17.7%	17.6%	17.6%	18.5%	30.3%	17.7%	22.6%	14.6%
%H (All HH)		96.1%	95.4%	45.1%	13.1%	75.8%	37.9%	37.9%
%H (TV HH)			99.3%	46.9%	13.6%	78.9%	39.5%	39.5%
55 - 64	170	166	164	77	9	137	57	79
%V	19.7%	19.9%	19.8%	20.6%	13.6%	20.9%	22.2%	19.9%
%H (All HH)		97.6%	96.5%	45.3%	5.3%	80.6%	33.5%	46.5%
%H (TV HH)			98.8%	46.4%	5.4%	82.5%	34.3%	47.6%
65 +	264	259	257	85	8	220	57	163
%V	30.5%	31.0%	31.0%	22.8%	12.1%	33.6%	22.2%	41.2%
%H (All HH)		98.1%	97.3%	32.2%	3.0%	83.3%	21.6%	61.7%
%H (TV HH)			99.2%	32.8%	3.1%	84.9%	22.0%	62.9%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South West

Household level data

Table 6.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	865	836	830	373	66	654	257	396
%H (All HH)		96.6%	96.0%	43.1%	7.6%	75.6%	29.7%	45.8%
%H (TV HH)			99.3%	44.6%	7.9%	78.2%	30.7%	47.4%
1	295	280	277	79	13	230	45	186
%V	34.1%	33.5%	33.4%	21.2%	19.7%	35.2%	17.5%	47.0%
%H (All HH)		94.9%	93.9%	26.8%	4.4%	78.0%	15.3%	63.1%
%H (TV HH)			98.9%	28.2%	4.6%	82.1%	16.1%	66.4%
2	298	291	289	143	22	224	99	125
%V	34.5%	34.8%	34.8%	38.3%	33.3%	34.3%	38.5%	31.6%
%H (All HH)		97.7%	97.0%	48.0%	7.4%	75.2%	33.2%	41.9%
%H (TV HH)			99.3%	49.1%	7.6%	77.0%	34.0%	43.0%
3	119	118	117	69	14	86	50	36
%V	13.8%	14.1%	14.1%	18.5%	21.2%	13.1%	19.5%	9.1%
%H (All HH)		99.2%	98.3%	58.0%	11.8%	72.3%	42.0%	30.3%
%H (TV HH)			99.2%	58.5%	11.9%	72.9%	42.4%	30.5%
4	101	100	99	57	10	78	44	34
%V	11.7%	12.0%	11.9%	15.3%	15.2%	11.9%	17.1%	8.6%
%H (All HH)		99.0%	98.0%	56.4%	9.9%	77.2%	43.6%	33.7%
%H (TV HH)			99.0%	57.0%	10.0%	78.0%	44.0%	34.0%
5+	51	48	48	25	7	35	19	16
%V	5.9%	5.7%	5.8%	6.7%	10.6%	5.4%	7.4%	4.0%
%H (All HH)		94.1%	94.1%	49.0%	13.7%	68.6%	37.3%	31.4%
%H (TV HH)			100.0%	52.1%	14.6%	72.9%	39.6%	33.3%
Average HH size	2.23	2.24	2.25	2.49	2.73	2.21	2.62	1.94

Base: BBC South West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South West

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	865	836	830	373	66	654	257	396
%H (All HH)		96.6%	96.0%	43.1%	7.6%	75.6%	29.7%	45.8%
%H (TV HH)			99.3%	44.6%	7.9%	78.2%	30.7%	47.4%
Without	671	650	645	267	46	519	184	335
%V	77.6%	77.8%	77.7%	71.6%	69.7%	79.4%	71.6%	84.6%
%H (All HH)		96.9%	96.1%	39.8%	6.9%	77.3%	27.4%	49.9%
%H (TV HH)			99.2%	41.1%	7.1%	79.8%	28.3%	51.5%
With	194	187	186	106	20	135	73	62
%V	22.4%	22.4%	22.4%	28.4%	30.3%	20.6%	28.4%	15.7%
%H (All HH)		96.4%	95.9%	54.6%	10.3%	69.6%	37.6%	32.0%
%H (TV HH)			99.5%	56.7%	10.7%	72.2%	39.0%	33.2%
0 - 3	68	65	65	35	7	41	18	23
%V	7.9%	7.8%	7.8%	9.4%	10.6%	6.3%	7.0%	5.8%
%H (All HH)		95.6%	95.6%	51.5%	10.3%	60.3%	26.5%	33.8%
%H (TV HH)			100.0%	53.8%	10.8%	63.1%	27.7%	35.4%
4 - 9	93	88	87	51	8	59	30	29
%V	10.8%	10.5%	10.5%	13.7%	12.1%	9.0%	11.7%	7.3%
%H (All HH)		94.6%	93.5%	54.8%	8.6%	63.4%	32.3%	31.2%
%H (TV HH)			98.9%	58.0%	9.1%	67.0%	34.1%	33.0%
10 - 15	98	95	94	56	11	77	48	29
%V	11.3%	11.4%	11.3%	15.0%	16.7%	11.8%	18.7%	7.3%
%H (All HH)		96.9%	95.9%	57.1%	11.2%	78.6%	49.0%	29.6%
%H (TV HH)			98.9%	58.9%	11.6%	81.1%	50.5%	30.5%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South West

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	865	836	830	373	66	654	257	396
%H (All HH)		96.6%	96.0%	43.1%	7.6%	75.6%	29.7%	45.8%
%H (TV HH)			99.3%	44.6%	7.9%	78.2%	30.7%	47.4%
1	348	348	345	119	24	241	37	204
%V	40.2%	41.6%	41.6%	31.9%	36.4%	36.9%	14.4%	51.5%
%H (All HH)		100.0%	99.1%	34.2%	6.9%	69.3%	10.6%	58.6%
%H (TV HH)			99.1%	34.2%	6.9%	69.3%	10.6%	58.6%
2	266	266	263	121	18	214	90	124
%V	30.8%	31.8%	31.7%	32.4%	27.3%	32.7%	35.0%	31.3%
%H (All HH)		100.0%	98.9%	45.5%	6.8%	80.5%	33.8%	46.6%
%H (TV HH)			98.9%	45.5%	6.8%	80.5%	33.8%	46.6%
3	137	137	136	77	13	121	74	47
%V	15.8%	16.4%	16.4%	20.6%	19.7%	18.5%	28.8%	11.9%
%H (All HH)		100.0%	99.3%	56.2%	9.5%	88.3%	54.0%	34.3%
%H (TV HH)			99.3%	56.2%	9.5%	88.3%	54.0%	34.3%
4	62	62	62	40	8	56	41	14
%V	7.2%	7.4%	7.5%	10.7%	12.1%	8.6%	16.0%	3.5%
%H (All HH)		100.0%	100.0%	64.5%	12.9%	90.3%	66.1%	22.6%
%H (TV HH)			100.0%	64.5%	12.9%	90.3%	66.1%	22.6%
5+	24	24	24	15	3	22	15	7
%V	2.8%	2.9%	2.9%	4.0%	4.5%	3.4%	5.8%	1.8%
%H (All HH)		100.0%	100.0%	62.5%	12.5%	91.7%	62.5%	29.2%
%H (TV HH)			100.0%	62.5%	12.5%	91.7%	62.5%	29.2%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South West

Household level data

Table 6.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	865	836	830	373	66	654	257	396
%H (All HH)		96.6%	96.0%	43.1%	7.6%	75.6%	29.7%	45.8%
%H (TV HH)			99.3%	44.6%	7.9%	78.2%	30.7%	47.4%
Under 20"	344	344	341	159	26	299	141	159
%V	39.8%	41.1%	41.1%	42.6%	39.4%	45.7%	54.9%	40.2%
%H (All HH)		100.0%	99.1%	46.2%	7.6%	86.9%	41.0%	46.2%
%H (TV HH)			99.1%	46.2%	7.6%	86.9%	41.0%	46.2%
20" - 29"	421	421	416	171	29	351	133	218
%V	48.7%	50.4%	50.1%	45.8%	43.9%	53.7%	51.8%	55.1%
%H (All HH)		100.0%	98.8%	40.6%	6.9%	83.4%	31.6%	51.8%
%H (TV HH)			98.8%	40.6%	6.9%	83.4%	31.6%	51.8%
30" - 39"	407	407	404	205	35	318	152	166
%V	47.1%	48.7%	48.7%	55.0%	53.0%	48.6%	59.1%	41.9%
%H (All HH)		100.0%	99.3%	50.4%	8.6%	78.1%	37.3%	40.8%
%H (TV HH)			99.3%	50.4%	8.6%	78.1%	37.3%	40.8%
40" and over	195	195	194	127	25	139	95	44
%V	22.5%	23.3%	23.4%	34.0%	37.9%	21.3%	37.0%	11.1%
%H (All HH)		100.0%	99.5%	65.1%	12.8%	71.3%	48.7%	22.6%
%H (TV HH)			99.5%	65.1%	12.8%	71.3%	48.7%	22.6%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South West

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	865	836	830	373	66	654	257	396
%H (All HH)		96.6%	96.0%	43.1%	7.6%	75.6%	29.7%	45.8%
%H (TV HH)			99.3%	44.6%	7.9%	78.2%	30.7%	47.4%
Main living room	826	826	820	370	66	645	256	389
%V	95.5%	98.8%	98.8%	99.2%	100.0%	98.6%	99.6%	98.2%
%H (All HH)		100.0%	99.3%	44.8%	8.0%	78.1%	31.0%	47.1%
%H (TV HH)			99.3%	44.8%	8.0%	78.1%	31.0%	47.1%
Kitchen	115	115	115	58	4	105	53	52
%V	13.3%	13.8%	13.9%	15.5%	6.1%	16.1%	20.6%	13.1%
%H (All HH)		100.0%	100.0%	50.4%	3.5%	91.3%	46.1%	45.2%
%H (TV HH)			100.0%	50.4%	3.5%	91.3%	46.1%	45.2%
Adult's bedroom	372	372	369	198	37	312	174	138
%V	43.0%	44.5%	44.5%	53.1%	56.1%	47.7%	67.7%	34.8%
%H (All HH)		100.0%	99.2%	53.2%	9.9%	83.9%	46.8%	37.1%
%H (TV HH)			99.2%	53.2%	9.9%	83.9%	46.8%	37.1%
Child's bedroom	73	73	73	47	8	63	44	18
%V	8.4%	8.7%	8.8%	12.6%	12.1%	9.6%	17.1%	4.5%
%H (All HH)		100.0%	100.0%	64.4%	11.0%	86.3%	60.3%	24.7%
%H (TV HH)			100.0%	64.4%	11.0%	86.3%	60.3%	24.7%
Other bedroom	36	36	36	20	5	34	22	12
%V	4.2%	4.3%	4.3%	5.4%	7.6%	5.2%	8.6%	3.0%
%H (All HH)		100.0%	100.0%	55.6%	13.9%	94.4%	61.1%	33.3%
%H (TV HH)			100.0%	55.6%	13.9%	94.4%	61.1%	33.3%
Second living/dining room	92	92	91	50	4	77	40	37
%V	10.6%	11.0%	11.0%	13.4%	6.1%	11.8%	15.6%	9.3%
%H (All HH)		100.0%	98.9%	54.3%	4.3%	83.7%	43.5%	40.2%
%H (TV HH)			98.9%	54.3%	4.3%	83.7%	43.5%	40.2%
Study/office	16	16	16	11	1	15	10	4
%V	1.8%	1.9%	1.9%	2.9%	1.5%	2.3%	3.9%	1.0%
%H (All HH)		100.0%	100.0%	68.8%	6.3%	93.8%	62.5%	25.0%
%H (TV HH)			100.0%	68.8%	6.3%	93.8%	62.5%	25.0%
TV room	4	4	4	2	1	4	2	2
%V	0.5%	0.5%	0.5%	0.5%	1.5%	0.6%	0.8%	0.5%
%H (All HH)		100.0%	100.0%	50.0%	25.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	25.0%	100.0%	50.0%	50.0%
No specific location	2	2	2	0	0	2	0	2
%V	0.2%	0.2%	0.2%	0.0%	0.0%	0.3%	0.0%	0.5%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Other	8	8	8	3	2	8	5	3
%V	0.9%	1.0%	1.0%	0.8%	3.0%	1.2%	1.9%	0.8%
%H (All HH)		100.0%	100.0%	37.5%	25.0%	100.0%	62.5%	37.5%
%H (TV HH)			100.0%	37.5%	25.0%	100.0%	62.5%	37.5%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South West

Household level data

Table 6.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	865	836	830	373	66	654	257	396
%H (All HH)		96.6%	96.0%	43.1%	7.6%	75.6%	29.7%	45.8%
%H (TV HH)			99.3%	44.6%	7.9%	78.2%	30.7%	47.4%
PVR	446	446	446	275	32	332	190	142
%V	51.6%	53.3%	53.7%	73.7%	48.5%	50.8%	73.9%	35.9%
%H (All HH)		100.0%	100.0%	61.7%	7.2%	74.4%	42.6%	31.8%
%H (TV HH)			100.0%	61.7%	7.2%	74.4%	42.6%	31.8%
DVDR	89	89	89	36	11	74	31	43
%V	10.3%	10.6%	10.7%	9.7%	16.7%	11.3%	12.1%	10.9%
%H (All HH)		100.0%	100.0%	40.4%	12.4%	83.1%	34.8%	48.3%
%H (TV HH)			100.0%	40.4%	12.4%	83.1%	34.8%	48.3%
VCR	81	81	78	36	10	64	31	33
%V	9.4%	9.7%	9.4%	9.7%	15.2%	9.8%	12.1%	8.3%
%H (All HH)		100.0%	96.3%	44.4%	12.3%	79.0%	38.3%	40.7%
%H (TV HH)			96.3%	44.4%	12.3%	79.0%	38.3%	40.7%
Any recorder	518	518	515	295	40	389	206	183
%V	59.9%	62.0%	62.0%	79.1%	60.6%	59.5%	80.2%	46.2%
%H (All HH)		100.0%	99.4%	56.9%	7.7%	75.1%	39.8%	35.3%
%H (TV HH)			99.4%	56.9%	7.7%	75.1%	39.8%	35.3%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South West
Household level data
Table 6.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	865	836	830	373	66	654	257	396
%H (All HH)		96.6%	96.0%	43.1%	7.6%	75.6%	29.7%	45.8%
%H (TV HH)			99.3%	44.6%	7.9%	78.2%	30.7%	47.4%
Receives HDTV (via STB or built-in reception)	222	222	222	141	35	159	110	49
%V	25.7%	26.6%	26.7%	37.8%	53.0%	24.3%	42.8%	12.4%
%H (All HH)		100.0%	100.0%	63.5%	15.8%	71.6%	49.5%	22.1%
%H (TV HH)			100.0%	63.5%	15.8%	71.6%	49.5%	22.1%
DVD/Blu-ray player or recorder	690	690	685	321	62	537	230	307
%V	79.8%	82.5%	82.5%	86.1%	93.9%	82.1%	89.5%	77.5%
%H (All HH)		100.0%	99.3%	46.5%	9.0%	77.8%	33.3%	44.5%
%H (TV HH)			99.3%	46.5%	9.0%	77.8%	33.3%	44.5%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South West

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	865	836	830	373	66	654	257	396
%H (All HH)		96.6%	96.0%	43.1%	7.6%	75.6%	29.7%	45.8%
%H (TV HH)			99.3%	44.6%	7.9%	78.2%	30.7%	47.4%
Has PC or Laptop	661	640	636	324	60	485	228	257
%V	76.4%	76.6%	76.6%	86.9%	90.9%	74.2%	88.7%	64.9%
%H (All HH)		96.8%	96.2%	49.0%	9.1%	73.4%	34.5%	38.9%
%H (TV HH)			99.4%	50.6%	9.4%	75.8%	35.6%	40.2%
Has broadband internet	617	599	595	309	59	449	218	231
%V	71.3%	71.7%	71.7%	82.8%	89.4%	68.7%	84.8%	58.3%
%H (All HH)		97.1%	96.4%	50.1%	9.6%	72.8%	35.3%	37.4%
%H (TV HH)			99.3%	51.6%	9.8%	75.0%	36.4%	38.6%

Base: BBC South West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South West
Set level data
Table 6.11: Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1670	1659	836	149	1377	689	688
%H		99.3%	50.1%	8.9%	82.5%	41.3%	41.2%
Under 20"	474	471	230	40	418	213	204
%V	28.4%	28.4%	27.5%	26.8%	30.4%	30.9%	29.7%
%H		99.4%	48.5%	8.4%	88.2%	44.9%	43.0%
20" - 29"	517	513	223	38	439	182	256
%V	31.0%	30.9%	26.7%	25.5%	31.9%	26.4%	37.2%
%H		99.2%	43.1%	7.4%	84.9%	35.2%	49.5%
30" - 39"	457	454	238	43	362	185	177
%V	27.4%	27.4%	28.5%	28.9%	26.3%	26.9%	25.7%
%H		99.3%	52.1%	9.4%	79.2%	40.5%	38.7%
40" and over	217	216	143	27	155	106	48
%V	13.0%	13.0%	17.1%	18.1%	11.3%	15.4%	7.0%
%H		99.5%	65.9%	12.4%	71.4%	48.8%	22.1%
Don't know	6	6	3	1	4	2	2
%V	0.4%	0.4%	0.4%	0.7%	0.3%	0.3%	0.3%
%H		100.0%	50.0%	16.7%	66.7%	33.3%	33.3%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South West
Set level data
Table 6.12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1670	1659	836	149	1377	689	688
%H		99.3%	50.1%	8.9%	82.5%	41.3%	41.2%
Main living room	831	824	373	66	648	258	390
%V	49.8%	49.7%	44.6%	44.3%	47.1%	37.4%	56.7%
%H		99.2%	44.9%	7.9%	78.0%	31.0%	46.9%
Kitchen	115	115	58	4	105	53	52
%V	6.9%	6.9%	6.9%	2.7%	7.6%	7.7%	7.6%
%H		100.0%	50.4%	3.5%	91.3%	46.1%	45.2%
Adult's bedroom	468	465	254	57	398	237	161
%V	28.0%	28.0%	30.4%	38.3%	28.9%	34.4%	23.4%
%H		99.4%	54.3%	12.2%	85.0%	50.6%	34.4%
Child's bedroom	91	91	59	9	79	55	24
%V	5.4%	5.5%	7.1%	6.0%	5.7%	8.0%	3.5%
%H		100.0%	64.8%	9.9%	86.8%	60.4%	26.4%
Other bedroom	41	41	23	5	38	25	13
%V	2.5%	2.5%	2.8%	3.4%	2.8%	3.6%	1.9%
%H		100.0%	56.1%	12.2%	92.7%	61.0%	31.7%
Second living/dining room	93	93	52	4	78	41	37
%V	5.6%	5.6%	6.2%	2.7%	5.7%	6.0%	5.4%
%H		100.0%	55.9%	4.3%	83.9%	44.1%	39.8%
Study/office	16	16	11	1	15	10	4
%V	1.0%	1.0%	1.3%	0.7%	1.1%	1.5%	0.6%
%H		100.0%	68.8%	6.3%	93.8%	62.5%	25.0%
TV room	4	4	2	1	4	2	2
%V	0.2%	0.2%	0.2%	0.7%	0.3%	0.3%	0.3%
%H		100.0%	50.0%	25.0%	100.0%	50.0%	50.0%
No specific location	2	2	0	0	2	0	2
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.3%
%H		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Other	9	9	4	3	9	6	3
%V	0.5%	0.5%	0.5%	2.0%	0.7%	0.9%	0.4%
%H		100.0%	44.4%	33.3%	100.0%	66.7%	33.3%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South West

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1670	1659	836	149	1377	689	688
%H		99.3%	50.1%	8.9%	82.5%	41.3%	41.2%
PVR	546	546	350	40	404	245	159
%V	32.7%	32.9%	41.9%	26.8%	29.3%	35.6%	23.1%
%H		100.0%	64.1%	7.3%	74.0%	44.9%	29.1%
DVDR	100	100	44	11	83	38	46
%V	6.0%	6.0%	5.3%	7.4%	6.0%	5.5%	6.7%
%H		100.0%	44.0%	11.0%	83.0%	38.0%	46.0%
VCR	88	84	39	11	69	35	35
%V	5.3%	5.1%	4.7%	7.4%	5.0%	5.1%	5.1%
%H		95.5%	44.3%	12.5%	78.4%	39.8%	39.8%
Any recorder	644	640	385	51	484	276	209
%V	38.6%	38.6%	46.1%	34.2%	35.1%	40.1%	30.4%
%H		99.4%	59.8%	7.9%	75.2%	42.9%	32.5%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1670	1659	836	149	1377	689	688
%H		99.3%	50.1%	8.9%	82.5%	41.3%	41.2%
Receives HDTV (via STB or built-in reception)	269	269	172	42	193	136	58
%V	16.1%	16.2%	20.6%	28.2%	14.0%	19.7%	8.4%
%H		100.0%	63.9%	15.6%	71.7%	50.6%	21.6%
DVD/Blu-ray player or recorder	1012	1007	513	105	816	417	399
%V	60.6%	60.7%	61.4%	70.5%	59.3%	60.5%	58.0%
%H		99.5%	50.7%	10.4%	80.6%	41.2%	39.4%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South West
Set level data
Table 6.15: Main Set Screen Size
Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	836	830	373	66	654	257	396
%H		99.3%	44.6%	7.9%	78.2%	30.7%	47.4%
Under 20"	51	51	12	1	45	6	39
%V	6.1%	6.1%	3.2%	1.5%	6.9%	2.3%	9.8%
%H		100.0%	23.5%	2.0%	88.2%	11.8%	76.5%
20" - 29"	252	249	72	12	209	43	166
%V	30.1%	30.0%	19.3%	18.2%	32.0%	16.7%	41.9%
%H		98.8%	28.6%	4.8%	82.9%	17.1%	65.9%
30" - 39"	347	345	168	29	270	120	150
%V	41.5%	41.6%	45.0%	43.9%	41.3%	46.7%	37.9%
%H		99.4%	48.4%	8.4%	77.8%	34.6%	43.2%
40" and over	184	183	120	25	129	89	40
%V	22.0%	22.0%	32.2%	37.9%	19.7%	34.6%	10.1%
%H		99.5%	65.2%	13.6%	70.1%	48.4%	21.7%
Don't know	2	2	1	0	1	0	1
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.0%	0.3%
%H		100.0%	50.0%	0.0%	50.0%	0.0%	50.0%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South West

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	836	830	373	66	654	257	396
%H		99.3%	44.6%	7.9%	78.2%	30.7%	47.4%
PVR	433	433	270	32	319	185	134
%V	51.8%	52.2%	72.4%	48.5%	48.8%	72.0%	33.8%
%H		100.0%	62.4%	7.4%	73.7%	42.7%	30.9%
DVDR	80	80	32	9	67	28	39
%V	9.6%	9.6%	8.6%	13.6%	10.2%	10.9%	9.8%
%H		100.0%	40.0%	11.3%	83.8%	35.0%	48.8%
VCR	68	65	30	6	53	25	28
%V	8.1%	7.8%	8.0%	9.1%	8.1%	9.7%	7.1%
%H		95.6%	44.1%	8.8%	77.9%	36.8%	41.2%
Any recorder	501	498	289	39	374	200	173
%V	59.9%	60.0%	77.5%	59.1%	57.2%	77.8%	43.7%
%H		99.4%	57.7%	7.8%	74.7%	39.9%	34.5%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	836	830	373	66	654	257	396
%H		99.3%	44.6%	7.9%	78.2%	30.7%	47.4%
Receives HDTV (via STB or built-in reception)	215	215	137	35	153	107	46
%V	25.7%	25.9%	36.7%	53.0%	23.4%	41.6%	11.6%
%H		100.0%	63.7%	16.3%	71.2%	49.8%	21.4%
DVD/Blu-ray player or recorder	652	648	305	59	504	216	288
%V	78.0%	78.1%	81.8%	89.4%	77.1%	84.0%	72.7%
%H		99.4%	46.8%	9.0%	77.3%	33.1%	44.2%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South West
Set level data
Table 6.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	834	829	463	83	723	431	291
%H		99.4%	55.5%	10.0%	86.7%	51.7%	34.9%
Under 20"	422	420	218	39	373	207	166
%V	50.6%	50.7%	47.1%	47.0%	51.6%	48.0%	57.0%
%H		99.5%	51.7%	9.2%	88.4%	49.1%	39.3%
20" - 29"	265	264	150	26	230	140	90
%V	31.8%	31.8%	32.4%	31.3%	31.8%	32.5%	30.9%
%H		99.6%	56.6%	9.8%	86.8%	52.8%	34.0%
30" - 39"	110	109	70	14	92	65	27
%V	13.2%	13.1%	15.1%	16.9%	12.7%	15.1%	9.3%
%H		99.1%	63.6%	12.7%	83.6%	59.1%	24.5%
40" and over	33	33	23	3	26	18	8
%V	4.0%	4.0%	5.0%	3.6%	3.6%	4.2%	2.7%
%H		100.0%	69.7%	9.1%	78.8%	54.5%	24.2%
Don't know	4	4	2	1	2	2	0
%V	0.5%	0.5%	0.4%	1.2%	0.3%	0.5%	0.0%
%H		100.0%	50.0%	25.0%	50.0%	50.0%	0.0%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South West

Set level data

Table 6.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	834	829	463	83	723	431	291
%H		99.4%	55.5%	10.0%	86.7%	51.7%	34.9%
PVR	113	113	81	8	85	60	25
%V	13.5%	13.6%	17.5%	9.6%	11.8%	13.9%	8.6%
%H		100.0%	71.7%	7.1%	75.2%	53.1%	22.1%
DVDR	20	20	12	2	16	9	7
%V	2.4%	2.4%	2.6%	2.4%	2.2%	2.1%	2.4%
%H		100.0%	60.0%	10.0%	80.0%	45.0%	35.0%
VCR	20	19	9	4	16	10	7
%V	2.4%	2.3%	1.9%	4.8%	2.2%	2.3%	2.4%
%H		95.0%	45.0%	20.0%	80.0%	50.0%	35.0%
Any recorder	143	142	96	13	111	75	35
%V	17.1%	17.1%	20.7%	15.7%	15.4%	17.4%	12.0%
%H		99.3%	67.1%	9.1%	77.6%	52.4%	24.5%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	834	829	463	83	723	431	291
%H		99.4%	55.5%	10.0%	86.7%	51.7%	34.9%
Receives HDTV (via STB or built-in reception)	54	54	35	8	40	29	12
%V	6.5%	6.5%	7.6%	9.6%	5.5%	6.7%	4.1%
%H		100.0%	64.8%	14.8%	74.1%	53.7%	22.2%
DVD/Blu-ray player or recorder	359	359	207	46	312	201	111
%V	43.0%	43.3%	44.7%	55.4%	43.2%	46.6%	38.1%
%H		100.0%	57.7%	12.8%	86.9%	56.0%	30.9%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South West

Individual level data

Table 6.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1933	1875	1864	930	180	1442	674	768
%H		97.0%	96.4%	48.1%	9.3%	74.6%	34.9%	39.7%
Total Children	331	317	315	178	30	229	118	110
%V	17.1%	16.9%	16.9%	19.1%	16.7%	15.9%	17.5%	14.3%
%H		95.8%	95.2%	53.8%	9.1%	69.2%	35.6%	33.2%
0 - 3	79	75	75	38	7	50	20	30
%V	4.1%	4.0%	4.0%	4.1%	3.9%	3.5%	3.0%	3.9%
%H		94.9%	94.9%	48.1%	8.9%	63.3%	25.3%	38.0%
4 - 15	252	242	240	140	22	179	99	80
%V	13.0%	12.9%	12.9%	15.1%	12.2%	12.4%	14.7%	10.4%
%H		96.0%	95.2%	55.6%	8.7%	71.0%	39.3%	31.7%
4 - 9	126	119	118	67	10	80	38	42
%V	6.5%	6.3%	6.3%	7.2%	5.6%	5.5%	5.6%	5.5%
%H		94.4%	93.7%	53.2%	7.9%	63.5%	30.2%	33.3%
10 - 15	125	123	122	73	13	99	60	39
%V	6.5%	6.6%	6.5%	7.8%	7.2%	6.9%	8.9%	5.1%
%H		98.4%	97.6%	58.4%	10.4%	79.2%	48.0%	31.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South West

Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1933	1875	1864	930	180	1442	674	768
%H		97.0%	96.4%	48.1%	9.3%	74.6%	34.9%	39.7%
Total Adults (16+)	1602	1558	1549	752	151	1213	556	658
%V	82.9%	83.1%	83.1%	80.9%	83.9%	84.1%	82.5%	85.7%
%H		97.3%	96.7%	46.9%	9.4%	75.7%	34.7%	41.1%
16 - 19	92	89	88	43	16	75	43	32
%V	4.8%	4.7%	4.7%	4.6%	8.9%	5.2%	6.4%	4.2%
%H		96.7%	95.7%	46.7%	17.4%	81.5%	46.7%	34.8%
20 - 24	112	107	107	45	23	80	40	39
%V	5.8%	5.7%	5.7%	4.8%	12.8%	5.5%	5.9%	5.1%
%H		95.5%	95.5%	40.2%	20.5%	71.4%	35.7%	34.8%
25 - 34	207	199	197	109	25	126	62	65
%V	10.7%	10.6%	10.6%	11.7%	13.9%	8.7%	9.2%	8.5%
%H		96.1%	95.2%	52.7%	12.1%	60.9%	30.0%	31.4%
35 - 44	255	247	247	143	25	177	96	82
%V	13.2%	13.2%	13.3%	15.4%	13.9%	12.3%	14.2%	10.7%
%H		96.9%	96.9%	56.1%	9.8%	69.4%	37.6%	32.2%
45 - 54	263	255	253	132	30	204	110	93
%V	13.6%	13.6%	13.6%	14.2%	16.7%	14.1%	16.3%	12.1%
%H		97.0%	96.2%	50.2%	11.4%	77.6%	41.8%	35.4%
55 - 64	271	265	263	130	18	218	101	117
%V	14.0%	14.1%	14.1%	14.0%	10.0%	15.1%	15.0%	15.2%
%H		97.8%	97.0%	48.0%	6.6%	80.4%	37.3%	43.2%
65+	402	396	394	150	14	334	104	230
%V	20.8%	21.1%	21.1%	16.1%	7.8%	23.2%	15.4%	29.9%
%H		98.5%	98.0%	37.3%	3.5%	83.1%	25.9%	57.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South West

Individual level data

Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1602	1558	1549	752	151	1213	556	658
%H		97.3%	96.7%	46.9%	9.4%	75.7%	34.7%	41.1%
AB	411	401	399	210	31	303	145	159
%V	25.7%	25.7%	25.8%	27.9%	20.5%	25.0%	26.1%	24.2%
%H		97.6%	97.1%	51.1%	7.5%	73.7%	35.3%	38.7%
C1	504	495	493	239	59	376	178	198
%V	31.5%	31.8%	31.8%	31.8%	39.1%	31.0%	32.0%	30.1%
%H		98.2%	97.8%	47.4%	11.7%	74.6%	35.3%	39.3%
C2	382	371	366	191	34	297	151	147
%V	23.8%	23.8%	23.6%	25.4%	22.5%	24.5%	27.2%	22.3%
%H		97.1%	95.8%	50.0%	8.9%	77.7%	39.5%	38.5%
D	196	187	186	78	20	146	56	90
%V	12.2%	12.0%	12.0%	10.4%	13.2%	12.0%	10.1%	13.7%
%H		95.4%	94.9%	39.8%	10.2%	74.5%	28.6%	45.9%
E	109	105	104	34	6	91	27	64
%V	6.8%	6.7%	6.7%	4.5%	4.0%	7.5%	4.9%	9.7%
%H		96.3%	95.4%	31.2%	5.5%	83.5%	24.8%	58.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South West
Individual level data
Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1602	1558	1549	752	151	1213	556	658
%H		97.3%	96.7%	46.9%	9.4%	75.7%	34.7%	41.1%
Working full time	668	647	644	362	72	477	260	217
%V	41.7%	41.5%	41.6%	48.1%	47.7%	39.3%	46.8%	33.0%
%H		96.9%	96.4%	54.2%	10.8%	71.4%	38.9%	32.5%
Working part time	194	190	189	92	21	150	72	78
%V	12.1%	12.2%	12.2%	12.2%	13.9%	12.4%	12.9%	11.9%
%H		97.9%	97.4%	47.4%	10.8%	77.3%	37.1%	40.2%
Not working	740	721	715	299	58	587	224	363
%V	46.2%	46.3%	46.2%	39.8%	38.4%	48.4%	40.3%	55.2%
%H		97.4%	96.6%	40.4%	7.8%	79.3%	30.3%	49.1%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South West

Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	781	756	752	382	73	584	280	303
%H		96.8%	96.3%	48.9%	9.3%	74.8%	35.9%	38.8%
16 - 19	48	47	46	24	7	41	24	17
%V	6.1%	6.2%	6.1%	6.3%	9.6%	7.0%	8.6%	5.6%
%H		97.9%	95.8%	50.0%	14.6%	85.4%	50.0%	35.4%
20 - 24	59	55	55	23	12	43	23	21
%V	7.6%	7.3%	7.3%	6.0%	16.4%	7.4%	8.2%	6.9%
%H		93.2%	93.2%	39.0%	20.3%	72.9%	39.0%	35.6%
25 - 34	107	102	101	56	13	65	31	34
%V	13.7%	13.5%	13.4%	14.7%	17.8%	11.1%	11.1%	11.2%
%H		95.3%	94.4%	52.3%	12.1%	60.7%	29.0%	31.8%
35 - 44	125	120	119	70	12	83	44	38
%V	16.0%	15.9%	15.8%	18.3%	16.4%	14.2%	15.7%	12.5%
%H		96.0%	95.2%	56.0%	9.6%	66.4%	35.2%	30.4%
45 - 54	129	125	125	67	12	102	55	46
%V	16.5%	16.5%	16.6%	17.5%	16.4%	17.5%	19.6%	15.2%
%H		96.9%	96.9%	51.9%	9.3%	79.1%	42.6%	35.7%
55 - 64	129	125	125	62	11	102	49	53
%V	16.5%	16.5%	16.6%	16.2%	15.1%	17.5%	17.5%	17.5%
%H		96.9%	96.9%	48.1%	8.5%	79.1%	38.0%	41.1%
65+	185	181	180	79	6	147	53	94
%V	23.7%	23.9%	23.9%	20.7%	8.2%	25.2%	18.9%	31.0%
%H		97.8%	97.3%	42.7%	3.2%	79.5%	28.6%	50.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South West
Individual level data
Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	781	756	752	382	73	584	280	303
%H		96.8%	96.3%	48.9%	9.3%	74.8%	35.9%	38.8%
AB	204	199	199	107	15	151	74	77
%V	26.1%	26.3%	26.5%	28.0%	20.5%	25.9%	26.4%	25.4%
%H		97.5%	97.5%	52.5%	7.4%	74.0%	36.3%	37.7%
C1	237	232	231	117	28	174	86	87
%V	30.3%	30.7%	30.7%	30.6%	38.4%	29.8%	30.7%	28.7%
%H		97.9%	97.5%	49.4%	11.8%	73.4%	36.3%	36.7%
C2	205	197	195	101	18	158	78	80
%V	26.2%	26.1%	25.9%	26.4%	24.7%	27.1%	27.9%	26.4%
%H		96.1%	95.1%	49.3%	8.8%	77.1%	38.0%	39.0%
D	93	88	87	40	10	69	30	39
%V	11.9%	11.6%	11.6%	10.5%	13.7%	11.8%	10.7%	12.9%
%H		94.6%	93.5%	43.0%	10.8%	74.2%	32.3%	41.9%
E	42	40	39	17	2	32	12	20
%V	5.4%	5.3%	5.2%	4.5%	2.7%	5.5%	4.3%	6.6%
%H		95.2%	92.9%	40.5%	4.8%	76.2%	28.6%	47.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South West
Individual level data
Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	781	756	752	382	73	584	280	303
%H		96.8%	96.3%	48.9%	9.3%	74.8%	35.9%	38.8%
Working full time	425	411	410	230	46	304	166	138
%V	54.4%	54.4%	54.5%	60.2%	63.0%	52.1%	59.3%	45.5%
%H		96.7%	96.5%	54.1%	10.8%	71.5%	39.1%	32.5%
Working part time	44	43	43	20	5	37	17	19
%V	5.6%	5.7%	5.7%	5.2%	6.8%	6.3%	6.1%	6.3%
%H		97.7%	97.7%	45.5%	11.4%	84.1%	38.6%	43.2%
Not working	312	302	299	132	22	243	97	146
%V	39.9%	39.9%	39.8%	34.6%	30.1%	41.6%	34.6%	48.2%
%H		96.8%	95.8%	42.3%	7.1%	77.9%	31.1%	46.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South West

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	821	802	797	370	78	630	276	354
%H		97.7%	97.1%	45.1%	9.5%	76.7%	33.6%	43.1%
16 - 19	44	42	42	19	9	33	19	15
%V	5.4%	5.2%	5.3%	5.1%	11.5%	5.2%	6.9%	4.2%
%H		95.5%	95.5%	43.2%	20.5%	75.0%	43.2%	34.1%
20 - 24	53	51	51	22	11	36	17	19
%V	6.5%	6.4%	6.4%	5.9%	14.1%	5.7%	6.2%	5.4%
%H		96.2%	96.2%	41.5%	20.8%	67.9%	32.1%	35.8%
25 - 34	100	97	96	53	12	61	30	30
%V	12.2%	12.1%	12.0%	14.3%	15.4%	9.7%	10.9%	8.5%
%H		97.0%	96.0%	53.0%	12.0%	61.0%	30.0%	30.0%
35 - 44	130	127	127	73	13	94	51	43
%V	15.8%	15.8%	15.9%	19.7%	16.7%	14.9%	18.5%	12.1%
%H		97.7%	97.7%	56.2%	10.0%	72.3%	39.2%	33.1%
45 - 54	135	130	128	65	18	102	55	47
%V	16.4%	16.2%	16.1%	17.6%	23.1%	16.2%	19.9%	13.3%
%H		96.3%	94.8%	48.1%	13.3%	75.6%	40.7%	34.8%
55 - 64	143	140	138	67	7	116	52	64
%V	17.4%	17.5%	17.3%	18.1%	9.0%	18.4%	18.8%	18.1%
%H		97.9%	96.5%	46.9%	4.9%	81.1%	36.4%	44.8%
65+	216	215	214	71	7	187	51	136
%V	26.3%	26.8%	26.9%	19.2%	9.0%	29.7%	18.5%	38.4%
%H		99.5%	99.1%	32.9%	3.2%	86.6%	23.6%	63.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South West

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	821	802	797	370	78	630	276	354
%H		97.7%	97.1%	45.1%	9.5%	76.7%	33.6%	43.1%
AB	207	202	200	104	16	152	71	81
%V	25.2%	25.2%	25.1%	28.1%	20.5%	24.1%	25.7%	22.9%
%H		97.6%	96.6%	50.2%	7.7%	73.4%	34.3%	39.1%
C1	267	263	262	122	32	203	92	111
%V	32.5%	32.8%	32.9%	33.0%	41.0%	32.2%	33.3%	31.4%
%H		98.5%	98.1%	45.7%	12.0%	76.0%	34.5%	41.6%
C2	177	173	171	90	16	140	73	67
%V	21.6%	21.6%	21.5%	24.3%	20.5%	22.2%	26.4%	18.9%
%H		97.7%	96.6%	50.8%	9.0%	79.1%	41.2%	37.9%
D	102	99	99	38	11	77	26	51
%V	12.4%	12.3%	12.4%	10.3%	14.1%	12.2%	9.4%	14.4%
%H		97.1%	97.1%	37.3%	10.8%	75.5%	25.5%	50.0%
E	67	65	65	17	4	58	14	44
%V	8.2%	8.1%	8.2%	4.6%	5.1%	9.2%	5.1%	12.4%
%H		97.0%	97.0%	25.4%	6.0%	86.6%	20.9%	65.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South West

Individual level data

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	821	802	797	370	78	630	276	354
%H		97.7%	97.1%	45.1%	9.5%	76.7%	33.6%	43.1%
Working full time	243	236	235	132	26	173	93	79
%V	29.6%	29.4%	29.5%	35.7%	33.3%	27.5%	33.7%	22.3%
%H		97.1%	96.7%	54.3%	10.7%	71.2%	38.3%	32.5%
Working part time	150	147	146	72	17	113	55	58
%V	18.3%	18.3%	18.3%	19.5%	21.8%	17.9%	19.9%	16.4%
%H		98.0%	97.3%	48.0%	11.3%	75.3%	36.7%	38.7%
Not working	428	419	416	167	36	344	127	217
%V	52.1%	52.2%	52.2%	45.1%	46.2%	54.6%	46.0%	61.3%
%H		97.9%	97.2%	39.0%	8.4%	80.4%	29.7%	50.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South

Household level data

Table 7.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2173	2106	2004	871	286	1383	524	859
%H (All HH)		96.9%	92.2%	40.1%	13.2%	63.6%	24.1%	39.5%
%H (TV HH)			95.2%	41.4%	13.6%	65.7%	24.9%	40.8%
AB	669	652	629	279	84	429	161	268
%V	30.8%	31.0%	31.4%	32.0%	29.4%	31.0%	30.7%	31.2%
%H (All HH)		97.5%	94.0%	41.7%	12.6%	64.1%	24.1%	40.1%
%H (TV HH)			96.5%	42.8%	12.9%	65.8%	24.7%	41.1%
C1	634	611	586	266	85	397	157	240
%V	29.2%	29.0%	29.2%	30.5%	29.7%	28.7%	30.0%	27.9%
%H (All HH)		96.4%	92.4%	42.0%	13.4%	62.6%	24.8%	37.9%
%H (TV HH)			95.9%	43.5%	13.9%	65.0%	25.7%	39.3%
C2	436	427	414	191	62	292	127	165
%V	20.1%	20.3%	20.7%	21.9%	21.7%	21.1%	24.2%	19.2%
%H (All HH)		97.9%	95.0%	43.8%	14.2%	67.0%	29.1%	37.8%
%H (TV HH)			97.0%	44.7%	14.5%	68.4%	29.7%	38.6%
D	226	219	201	85	32	130	47	83
%V	10.4%	10.4%	10.0%	9.8%	11.2%	9.4%	9.0%	9.7%
%H (All HH)		96.9%	88.9%	37.6%	14.2%	57.5%	20.8%	36.7%
%H (TV HH)			91.8%	38.8%	14.6%	59.4%	21.5%	37.9%
E	208	197	174	49	23	134	31	102
%V	9.6%	9.4%	8.7%	5.6%	8.0%	9.7%	5.9%	11.9%
%H (All HH)		94.7%	83.7%	23.6%	11.1%	64.4%	14.9%	49.0%
%H (TV HH)			88.3%	24.9%	11.7%	68.0%	15.7%	51.8%

Base: BBC South - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2173	2106	2004	871	286	1383	524	859
%H (All HH)		96.9%	92.2%	40.1%	13.2%	63.6%	24.1%	39.5%
%H (TV HH)			95.2%	41.4%	13.6%	65.7%	24.9%	40.8%
Under 25	89	74	70	26	7	48	11	36
%V	4.1%	3.5%	3.5%	3.0%	2.4%	3.5%	2.1%	4.2%
%H (All HH)		83.1%	78.7%	29.2%	7.9%	53.9%	12.4%	40.4%
%H (TV HH)			94.6%	35.1%	9.5%	64.9%	14.9%	48.6%
25 - 34	321	303	298	151	56	158	66	92
%V	14.8%	14.4%	14.9%	17.3%	19.6%	11.4%	12.6%	10.7%
%H (All HH)		94.4%	92.8%	47.0%	17.4%	49.2%	20.6%	28.7%
%H (TV HH)			98.3%	49.8%	18.5%	52.1%	21.8%	30.4%
35 - 44	402	391	382	192	74	248	128	119
%V	18.5%	18.6%	19.1%	22.0%	25.9%	17.9%	24.4%	13.9%
%H (All HH)		97.3%	95.0%	47.8%	18.4%	61.7%	31.8%	29.6%
%H (TV HH)			97.7%	49.1%	18.9%	63.4%	32.7%	30.4%
45 - 54	425	417	404	200	62	282	136	147
%V	19.6%	19.8%	20.2%	23.0%	21.7%	20.4%	26.0%	17.1%
%H (All HH)		98.1%	95.1%	47.1%	14.6%	66.4%	32.0%	34.6%
%H (TV HH)			96.9%	48.0%	14.9%	67.6%	32.6%	35.3%
55 - 64	341	334	319	139	43	225	87	138
%V	15.7%	15.9%	15.9%	16.0%	15.0%	16.3%	16.6%	16.1%
%H (All HH)		97.9%	93.5%	40.8%	12.6%	66.0%	25.5%	40.5%
%H (TV HH)			95.5%	41.6%	12.9%	67.4%	26.0%	41.3%
65 +	595	587	531	162	44	422	95	327
%V	27.4%	27.9%	26.5%	18.6%	15.4%	30.5%	18.1%	38.1%
%H (All HH)		98.7%	89.2%	27.2%	7.4%	70.9%	16.0%	55.0%
%H (TV HH)			90.5%	27.6%	7.5%	71.9%	16.2%	55.7%

Base: BBC South - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South

Household level data

Table 7.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2173	2106	2004	871	286	1383	524	859
%H (All HH)		96.9%	92.2%	40.1%	13.2%	63.6%	24.1%	39.5%
%H (TV HH)			95.2%	41.4%	13.6%	65.7%	24.9%	40.8%
1	721	683	617	189	66	446	86	360
%V	33.2%	32.4%	30.8%	21.7%	23.1%	32.2%	16.4%	41.9%
%H (All HH)		94.7%	85.6%	26.2%	9.2%	61.9%	11.9%	49.9%
%H (TV HH)			90.3%	27.7%	9.7%	65.3%	12.6%	52.7%
2	693	678	656	287	96	456	178	278
%V	31.9%	32.2%	32.7%	33.0%	33.6%	33.0%	34.0%	32.4%
%H (All HH)		97.8%	94.7%	41.4%	13.9%	65.8%	25.7%	40.1%
%H (TV HH)			96.8%	42.3%	14.2%	67.3%	26.3%	41.0%
3	316	310	302	160	48	203	105	97
%V	14.5%	14.7%	15.1%	18.4%	16.8%	14.7%	20.0%	11.3%
%H (All HH)		98.1%	95.6%	50.6%	15.2%	64.2%	33.2%	30.7%
%H (TV HH)			97.4%	51.6%	15.5%	65.5%	33.9%	31.3%
4	305	301	297	158	50	190	97	93
%V	14.0%	14.3%	14.8%	18.1%	17.5%	13.7%	18.5%	10.8%
%H (All HH)		98.7%	97.4%	51.8%	16.4%	62.3%	31.8%	30.5%
%H (TV HH)			98.7%	52.5%	16.6%	63.1%	32.2%	30.9%
5+	139	134	132	76	27	87	58	30
%V	6.4%	6.4%	6.6%	8.7%	9.4%	6.3%	11.1%	3.5%
%H (All HH)		96.4%	95.0%	54.7%	19.4%	62.6%	41.7%	21.6%
%H (TV HH)			98.5%	56.7%	20.1%	64.9%	43.3%	22.4%
Average HH size	2.31	2.33	2.37	2.64	2.60	2.32	2.79	2.03

Base: BBC South - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2173	2106	2004	871	286	1383	524	859
%H (All HH)		96.9%	92.2%	40.1%	13.2%	63.6%	24.1%	39.5%
%H (TV HH)			95.2%	41.4%	13.6%	65.7%	24.9%	40.8%
Without	1617	1558	1467	587	195	1039	349	690
%V	74.4%	74.0%	73.2%	67.4%	68.2%	75.1%	66.6%	80.3%
%H (All HH)		96.4%	90.7%	36.3%	12.1%	64.3%	21.6%	42.7%
%H (TV HH)			94.2%	37.7%	12.5%	66.7%	22.4%	44.3%
With	556	548	538	284	91	343	174	169
%V	25.6%	26.0%	26.8%	32.6%	31.8%	24.8%	33.2%	19.7%
%H (All HH)		98.6%	96.8%	51.1%	16.4%	61.7%	31.3%	30.4%
%H (TV HH)			98.2%	51.8%	16.6%	62.6%	31.8%	30.8%
0 - 3	213	210	206	99	35	123	49	74
%V	9.8%	10.0%	10.3%	11.4%	12.2%	8.9%	9.4%	8.6%
%H (All HH)		98.6%	96.7%	46.5%	16.4%	57.7%	23.0%	34.7%
%H (TV HH)			98.1%	47.1%	16.7%	58.6%	23.3%	35.2%
4 - 9	266	260	256	145	44	153	81	72
%V	12.2%	12.3%	12.8%	16.6%	15.4%	11.1%	15.5%	8.4%
%H (All HH)		97.7%	96.2%	54.5%	16.5%	57.5%	30.5%	27.1%
%H (TV HH)			98.5%	55.8%	16.9%	58.8%	31.2%	27.7%
10 - 15	258	257	252	139	43	171	100	71
%V	11.9%	12.2%	12.6%	16.0%	15.0%	12.4%	19.1%	8.3%
%H (All HH)		99.6%	97.7%	53.9%	16.7%	66.3%	38.8%	27.5%
%H (TV HH)			98.1%	54.1%	16.7%	66.5%	38.9%	27.6%

Base: BBC South - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2173	2106	2004	871	286	1383	524	859
%H (All HH)		96.9%	92.2%	40.1%	13.2%	63.6%	24.1%	39.5%
%H (TV HH)			95.2%	41.4%	13.6%	65.7%	24.9%	40.8%
1	859	859	781	255	108	495	80	415
%V	39.5%	40.8%	39.0%	29.3%	37.8%	35.8%	15.3%	48.3%
%H (All HH)		100.0%	90.9%	29.7%	12.6%	57.6%	9.3%	48.3%
%H (TV HH)			90.9%	29.7%	12.6%	57.6%	9.3%	48.3%
2	721	721	702	328	91	490	202	288
%V	33.2%	34.2%	35.0%	37.7%	31.8%	35.4%	38.5%	33.5%
%H (All HH)		100.0%	97.4%	45.5%	12.6%	68.0%	28.0%	39.9%
%H (TV HH)			97.4%	45.5%	12.6%	68.0%	28.0%	39.9%
3	316	316	313	157	54	238	130	108
%V	14.5%	15.0%	15.6%	18.0%	18.9%	17.2%	24.8%	12.6%
%H (All HH)		100.0%	99.1%	49.7%	17.1%	75.3%	41.1%	34.2%
%H (TV HH)			99.1%	49.7%	17.1%	75.3%	41.1%	34.2%
4	129	129	128	77	22	95	64	31
%V	5.9%	6.1%	6.4%	8.8%	7.7%	6.9%	12.2%	3.6%
%H (All HH)		100.0%	99.2%	59.7%	17.1%	73.6%	49.6%	24.0%
%H (TV HH)			99.2%	59.7%	17.1%	73.6%	49.6%	24.0%
5+	80	80	80	53	11	66	48	17
%V	3.7%	3.8%	4.0%	6.1%	3.8%	4.8%	9.2%	2.0%
%H (All HH)		100.0%	100.0%	66.3%	13.8%	82.5%	60.0%	21.3%
%H (TV HH)			100.0%	66.3%	13.8%	82.5%	60.0%	21.3%

Base: BBC South - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South
Household level data
Table 7.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2173	2106	2004	871	286	1383	524	859
%H (All HH)		96.9%	92.2%	40.1%	13.2%	63.6%	24.1%	39.5%
%H (TV HH)			95.2%	41.4%	13.6%	65.7%	24.9%	40.8%
Under 20"	863	863	829	360	114	636	276	359
%V	39.7%	41.0%	41.4%	41.3%	39.9%	46.0%	52.7%	41.8%
%H (All HH)		100.0%	96.1%	41.7%	13.2%	73.7%	32.0%	41.6%
%H (TV HH)			96.1%	41.7%	13.2%	73.7%	32.0%	41.6%
20" - 29"	1033	1033	971	402	139	704	263	441
%V	47.5%	49.1%	48.5%	46.2%	48.6%	50.9%	50.2%	51.3%
%H (All HH)		100.0%	94.0%	38.9%	13.5%	68.2%	25.5%	42.7%
%H (TV HH)			94.0%	38.9%	13.5%	68.2%	25.5%	42.7%
30" - 39"	1001	1001	979	463	149	680	305	375
%V	46.1%	47.5%	48.9%	53.2%	52.1%	49.2%	58.2%	43.7%
%H (All HH)		100.0%	97.8%	46.3%	14.9%	67.9%	30.5%	37.5%
%H (TV HH)			97.8%	46.3%	14.9%	67.9%	30.5%	37.5%
40" and over	552	552	550	347	84	344	221	123
%V	25.4%	26.2%	27.4%	39.8%	29.4%	24.9%	42.2%	14.3%
%H (All HH)		100.0%	99.6%	62.9%	15.2%	62.3%	40.0%	22.3%
%H (TV HH)			99.6%	62.9%	15.2%	62.3%	40.0%	22.3%

Base: BBC South - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South

Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2173	2106	2004	871	286	1383	524	859
%H (All HH)		96.9%	92.2%	40.1%	13.2%	63.6%	24.1%	39.5%
%H (TV HH)			95.2%	41.4%	13.6%	65.7%	24.9%	40.8%
Main living room	2079	2079	1980	860	284	1367	521	846
%V	95.7%	98.7%	98.8%	98.7%	99.3%	98.8%	99.4%	98.5%
%H (All HH)		100.0%	95.2%	41.4%	13.7%	65.8%	25.1%	40.7%
%H (TV HH)			95.2%	41.4%	13.7%	65.8%	25.1%	40.7%
Kitchen	277	277	271	141	28	214	110	105
%V	12.7%	13.2%	13.5%	16.2%	9.8%	15.5%	21.0%	12.2%
%H (All HH)		100.0%	97.8%	50.9%	10.1%	77.3%	39.7%	37.9%
%H (TV HH)			97.8%	50.9%	10.1%	77.3%	39.7%	37.9%
Adult's bedroom	964	964	946	484	141	683	350	332
%V	44.4%	45.8%	47.2%	55.6%	49.3%	49.4%	66.8%	38.6%
%H (All HH)		100.0%	98.1%	50.2%	14.6%	70.9%	36.3%	34.4%
%H (TV HH)			98.1%	50.2%	14.6%	70.9%	36.3%	34.4%
Child's bedroom	173	173	172	96	33	125	79	46
%V	8.0%	8.2%	8.6%	11.0%	11.5%	9.0%	15.1%	5.4%
%H (All HH)		100.0%	99.4%	55.5%	19.1%	72.3%	45.7%	26.6%
%H (TV HH)			99.4%	55.5%	19.1%	72.3%	45.7%	26.6%
Other bedroom	103	103	102	56	14	72	39	33
%V	4.7%	4.9%	5.1%	6.4%	4.9%	5.2%	7.4%	3.8%
%H (All HH)		100.0%	99.0%	54.4%	13.6%	69.9%	37.9%	32.0%
%H (TV HH)			99.0%	54.4%	13.6%	69.9%	37.9%	32.0%
Second living/dining room	213	213	207	114	28	157	89	68
%V	9.8%	10.1%	10.3%	13.1%	9.8%	11.4%	17.0%	7.9%
%H (All HH)		100.0%	97.2%	53.5%	13.1%	73.7%	41.8%	31.9%
%H (TV HH)			97.2%	53.5%	13.1%	73.7%	41.8%	31.9%
Study/office	61	61	60	32	8	46	25	21
%V	2.8%	2.9%	3.0%	3.7%	2.8%	3.3%	4.8%	2.4%
%H (All HH)		100.0%	98.4%	52.5%	13.1%	75.4%	41.0%	34.4%
%H (TV HH)			98.4%	52.5%	13.1%	75.4%	41.0%	34.4%
TV room	20	20	20	12	2	17	9	7
%V	0.9%	0.9%	1.0%	1.4%	0.7%	1.2%	1.7%	0.8%
%H (All HH)		100.0%	100.0%	60.0%	10.0%	85.0%	45.0%	35.0%
%H (TV HH)			100.0%	60.0%	10.0%	85.0%	45.0%	35.0%
No specific location	2	2	2	1	0	2	1	1
%V	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	15	15	15	7	1	12	5	7
%V	0.7%	0.7%	0.7%	0.8%	0.3%	0.9%	1.0%	0.8%
%H (All HH)		100.0%	100.0%	46.7%	6.7%	80.0%	33.3%	46.7%
%H (TV HH)			100.0%	46.7%	6.7%	80.0%	33.3%	46.7%

Base: BBC South - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South

Household level data

Table 7.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2173	2106	2004	871	286	1383	524	859
%H (All HH)		96.9%	92.2%	40.1%	13.2%	63.6%	24.1%	39.5%
%H (TV HH)			95.2%	41.4%	13.6%	65.7%	24.9%	40.8%
PVR	1029	1029	1029	658	139	625	380	245
%V	47.4%	48.9%	51.3%	75.5%	48.6%	45.2%	72.5%	28.5%
%H (All HH)		100.0%	100.0%	63.9%	13.5%	60.7%	36.9%	23.8%
%H (TV HH)			100.0%	63.9%	13.5%	60.7%	36.9%	23.8%
DVDR	361	361	351	156	50	238	87	151
%V	16.6%	17.1%	17.5%	17.9%	17.5%	17.2%	16.6%	17.6%
%H (All HH)		100.0%	97.2%	43.2%	13.9%	65.9%	24.1%	41.8%
%H (TV HH)			97.2%	43.2%	13.9%	65.9%	24.1%	41.8%
VCR	406	406	378	118	52	298	86	212
%V	18.7%	19.3%	18.9%	13.5%	18.2%	21.5%	16.4%	24.7%
%H (All HH)		100.0%	93.1%	29.1%	12.8%	73.4%	21.2%	52.2%
%H (TV HH)			93.1%	29.1%	12.8%	73.4%	21.2%	52.2%
Any recorder	1442	1442	1408	738	192	930	437	493
%V	66.4%	68.5%	70.3%	84.7%	67.1%	67.2%	83.4%	57.4%
%H (All HH)		100.0%	97.6%	51.2%	13.3%	64.5%	30.3%	34.2%
%H (TV HH)			97.6%	51.2%	13.3%	64.5%	30.3%	34.2%

Base: BBC South - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South
Household level data
Table 7.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2173	2106	2004	871	286	1383	524	859
%H (All HH)		96.9%	92.2%	40.1%	13.2%	63.6%	24.1%	39.5%
%H (TV HH)			95.2%	41.4%	13.6%	65.7%	24.9%	40.8%
Receives HDTV (via STB or built-in reception)	704	704	704	437	160	405	285	121
%V	32.4%	33.4%	35.1%	50.2%	55.9%	29.3%	54.4%	14.1%
%H (All HH)		100.0%	100.0%	62.1%	22.7%	57.5%	40.5%	17.2%
%H (TV HH)			100.0%	62.1%	22.7%	57.5%	40.5%	17.2%
DVD/Blu-ray player or recorder	1718	1718	1670	760	251	1141	469	672
%V	79.1%	81.6%	83.3%	87.3%	87.8%	82.5%	89.5%	78.2%
%H (All HH)		100.0%	97.2%	44.2%	14.6%	66.4%	27.3%	39.1%
%H (TV HH)			97.2%	44.2%	14.6%	66.4%	27.3%	39.1%

Base: BBC South - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South
Household level data
Table 7.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2173	2106	2004	871	286	1383	524	859
%H (All HH)		96.9%	92.2%	40.1%	13.2%	63.6%	24.1%	39.5%
%H (TV HH)			95.2%	41.4%	13.6%	65.7%	24.9%	40.8%
Has PC or Laptop	1716	1660	1622	772	261	1076	475	601
%V	79.0%	78.8%	80.9%	88.6%	91.3%	77.8%	90.6%	70.0%
%H (All HH)		96.7%	94.5%	45.0%	15.2%	62.7%	27.7%	35.0%
%H (TV HH)			97.7%	46.5%	15.7%	64.8%	28.6%	36.2%
Has broadband internet	1613	1562	1528	745	253	1004	462	542
%V	74.2%	74.2%	76.2%	85.5%	88.5%	72.6%	88.2%	63.1%
%H (All HH)		96.8%	94.7%	46.2%	15.7%	62.2%	28.6%	33.6%
%H (TV HH)			97.8%	47.7%	16.2%	64.3%	29.6%	34.7%

Base: BBC South - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4208	4076	1988	598	2925	1395	1530
%H		96.9%	47.2%	14.2%	69.5%	33.2%	36.4%
Under 20"	1161	1124	503	152	870	396	474
%V	27.6%	27.6%	25.3%	25.4%	29.7%	28.4%	31.0%
%H		96.8%	43.3%	13.1%	74.9%	34.1%	40.8%
20" - 29"	1273	1205	539	176	868	360	508
%V	30.3%	29.6%	27.1%	29.4%	29.7%	25.8%	33.2%
%H		94.7%	42.3%	13.8%	68.2%	28.3%	39.9%
30" - 39"	1143	1120	547	174	787	377	410
%V	27.2%	27.5%	27.5%	29.1%	26.9%	27.0%	26.8%
%H		98.0%	47.9%	15.2%	68.9%	33.0%	35.9%
40" and over	619	618	395	96	391	257	134
%V	14.7%	15.2%	19.9%	16.1%	13.4%	18.4%	8.8%
%H		99.8%	63.8%	15.5%	63.2%	41.5%	21.6%
Don't know	10	10	4	1	9	5	5
%V	0.2%	0.2%	0.2%	0.2%	0.3%	0.4%	0.3%
%H		100.0%	40.0%	10.0%	90.0%	50.0%	50.0%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4208	4076	1988	598	2925	1395	1530
%H		96.9%	47.2%	14.2%	69.5%	33.2%	36.4%
Main living room	2095	1996	870	287	1378	529	849
%V	49.8%	49.0%	43.8%	48.0%	47.1%	37.9%	55.5%
%H		95.3%	41.5%	13.7%	65.8%	25.3%	40.5%
Kitchen	278	272	142	28	215	110	105
%V	6.6%	6.7%	7.1%	4.7%	7.4%	7.9%	6.9%
%H		97.8%	51.1%	10.1%	77.3%	39.6%	37.8%
Adult's bedroom	1165	1146	604	184	839	466	373
%V	27.7%	28.1%	30.4%	30.8%	28.7%	33.4%	24.4%
%H		98.4%	51.8%	15.8%	72.0%	40.0%	32.0%
Child's bedroom	226	226	127	46	167	110	57
%V	5.4%	5.5%	6.4%	7.7%	5.7%	7.9%	3.7%
%H		100.0%	56.2%	20.4%	73.9%	48.7%	25.2%
Other bedroom	126	125	75	15	88	50	37
%V	3.0%	3.1%	3.8%	2.5%	3.0%	3.6%	2.4%
%H		99.2%	59.5%	11.9%	69.8%	39.7%	29.4%
Second living/dining room	215	209	115	28	159	90	69
%V	5.1%	5.1%	5.8%	4.7%	5.4%	6.5%	4.5%
%H		97.2%	53.5%	13.0%	74.0%	41.9%	32.1%
Study/office	62	62	34	8	47	26	21
%V	1.5%	1.5%	1.7%	1.3%	1.6%	1.9%	1.4%
%H		100.0%	54.8%	12.9%	75.8%	41.9%	33.9%
TV room	20	20	12	2	17	9	7
%V	0.5%	0.5%	0.6%	0.3%	0.6%	0.6%	0.5%
%H		100.0%	60.0%	10.0%	85.0%	45.0%	35.0%
No specific location	2	2	1	0	2	1	1
%V	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	17	17	7	1	14	5	9
%V	0.4%	0.4%	0.4%	0.2%	0.5%	0.4%	0.6%
%H		100.0%	41.2%	5.9%	82.4%	29.4%	52.9%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4208	4076	1988	598	2925	1395	1530
%H		96.9%	47.2%	14.2%	69.5%	33.2%	36.4%
PVR	1327	1327	903	173	782	512	269
%V	31.5%	32.6%	45.4%	28.9%	26.7%	36.7%	17.6%
%H		100.0%	68.0%	13.0%	58.9%	38.6%	20.3%
DVDR	427	418	192	67	275	108	168
%V	10.1%	10.3%	9.7%	11.2%	9.4%	7.7%	11.0%
%H		97.9%	45.0%	15.7%	64.4%	25.3%	39.3%
VCR	453	423	133	58	336	100	237
%V	10.8%	10.4%	6.7%	9.7%	11.5%	7.2%	15.5%
%H		93.4%	29.4%	12.8%	74.2%	22.1%	52.3%
Any recorder	1904	1868	1065	253	1202	628	574
%V	45.2%	45.8%	53.6%	42.3%	41.1%	45.0%	37.5%
%H		98.1%	55.9%	13.3%	63.1%	33.0%	30.1%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4208	4076	1988	598	2925	1395	1530
%H		96.9%	47.2%	14.2%	69.5%	33.2%	36.4%
Receives HDTV (via STB or built-in reception)	939	939	595	204	544	386	157
%V	22.3%	23.0%	29.9%	34.1%	18.6%	27.7%	10.3%
%H		100.0%	63.4%	21.7%	57.9%	41.1%	16.7%
DVD/Blu-ray player or recorder	2495	2443	1185	393	1720	825	895
%V	59.3%	59.9%	59.6%	65.7%	58.8%	59.1%	58.5%
%H		97.9%	47.5%	15.8%	68.9%	33.1%	35.9%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South
Set level data
Table 7.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2105	2003	870	286	1382	524	858
%H		95.2%	41.3%	13.6%	65.7%	24.9%	40.8%
Under 20"	98	78	11	9	66	7	59
%V	4.7%	3.9%	1.3%	3.1%	4.8%	1.3%	6.9%
%H		79.6%	11.2%	9.2%	67.3%	7.1%	60.2%
20" - 29"	635	577	169	75	429	93	336
%V	30.2%	28.8%	19.4%	26.2%	31.0%	17.7%	39.2%
%H		90.9%	26.6%	11.8%	67.6%	14.6%	52.9%
30" - 39"	836	814	354	120	558	214	345
%V	39.7%	40.6%	40.7%	42.0%	40.4%	40.8%	40.2%
%H		97.4%	42.3%	14.4%	66.7%	25.6%	41.3%
40" and over	531	530	334	83	326	210	117
%V	25.2%	26.5%	38.4%	29.0%	23.6%	40.1%	13.6%
%H		99.8%	62.9%	15.6%	61.4%	39.5%	22.0%
Don't know	5	4	2	0	3	1	2
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.2%	0.2%
%H		80.0%	40.0%	0.0%	60.0%	20.0%	40.0%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South
Set level data
Table 7.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2105	2003	870	286	1382	524	858
%H		95.2%	41.3%	13.6%	65.7%	24.9%	40.8%
PVR	1001	1001	642	135	603	367	236
%V	47.6%	50.0%	73.8%	47.2%	43.6%	70.0%	27.5%
%H		100.0%	64.1%	13.5%	60.2%	36.7%	23.6%
DVDR	299	290	121	44	196	67	128
%V	14.2%	14.5%	13.9%	15.4%	14.2%	12.8%	14.9%
%H		97.0%	40.5%	14.7%	65.6%	22.4%	42.8%
VCR	336	309	87	42	246	63	182
%V	16.0%	15.4%	10.0%	14.7%	17.8%	12.0%	21.2%
%H		92.0%	25.9%	12.5%	73.2%	18.8%	54.2%
Any recorder	1387	1354	720	184	885	423	462
%V	65.9%	67.6%	82.8%	64.3%	64.0%	80.7%	53.8%
%H		97.6%	51.9%	13.3%	63.8%	30.5%	33.3%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 7.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2105	2003	870	286	1382	524	858
%H		95.2%	41.3%	13.6%	65.7%	24.9%	40.8%
Receives HDTV (via STB or built-in reception)	669	669	415	155	379	269	110
%V	31.8%	33.4%	47.7%	54.2%	27.4%	51.3%	12.8%
%H		100.0%	62.0%	23.2%	56.7%	40.2%	16.4%
DVD/Blu-ray player or recorder	1644	1595	717	237	1088	436	653
%V	78.1%	79.6%	82.4%	82.9%	78.7%	83.2%	76.1%
%H		97.0%	43.6%	14.4%	66.2%	26.5%	39.7%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South

Set level data

Table 7.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2103	2074	1118	312	1543	871	672
%H		98.6%	53.2%	14.8%	73.4%	41.4%	32.0%
Under 20"	1064	1046	492	144	805	389	415
%V	50.6%	50.4%	44.0%	46.2%	52.2%	44.7%	61.8%
%H		98.3%	46.2%	13.5%	75.7%	36.6%	39.0%
20" - 29"	638	628	370	100	439	267	172
%V	30.3%	30.3%	33.1%	32.1%	28.5%	30.7%	25.6%
%H		98.4%	58.0%	15.7%	68.8%	41.8%	27.0%
30" - 39"	307	306	192	54	229	164	65
%V	14.6%	14.8%	17.2%	17.3%	14.8%	18.8%	9.7%
%H		99.7%	62.5%	17.6%	74.6%	53.4%	21.2%
40" and over	88	88	60	13	65	48	17
%V	4.2%	4.2%	5.4%	4.2%	4.2%	5.5%	2.5%
%H		100.0%	68.2%	14.8%	73.9%	54.5%	19.3%
Don't know	6	6	3	1	6	4	2
%V	0.3%	0.3%	0.3%	0.3%	0.4%	0.5%	0.3%
%H		100.0%	50.0%	16.7%	100.0%	66.7%	33.3%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South

Set level data

Table 7.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2103	2074	1118	312	1543	871	672
%H		98.6%	53.2%	14.8%	73.4%	41.4%	32.0%
PVR	326	326	260	38	179	145	34
%V	15.5%	15.7%	23.3%	12.2%	11.6%	16.6%	5.1%
%H		100.0%	79.8%	11.7%	54.9%	44.5%	10.4%
DVDR	128	128	70	24	80	40	39
%V	6.1%	6.2%	6.3%	7.7%	5.2%	4.6%	5.8%
%H		100.0%	54.7%	18.8%	62.5%	31.3%	30.5%
VCR	117	114	47	16	91	36	54
%V	5.6%	5.5%	4.2%	5.1%	5.9%	4.1%	8.0%
%H		97.4%	40.2%	13.7%	77.8%	30.8%	46.2%
Any recorder	517	514	345	68	317	205	112
%V	24.6%	24.8%	30.9%	21.8%	20.5%	23.5%	16.7%
%H		99.4%	66.7%	13.2%	61.3%	39.7%	21.7%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2103	2074	1118	312	1543	871	672
%H		98.6%	53.2%	14.8%	73.4%	41.4%	32.0%
Receives HDTV (via STB or built-in reception)	270	270	180	49	165	118	47
%V	12.8%	13.0%	16.1%	15.7%	10.7%	13.5%	7.0%
%H		100.0%	66.7%	18.1%	61.1%	43.7%	17.4%
DVD/Blu-ray player or recorder	852	847	468	156	632	389	242
%V	40.5%	40.8%	41.9%	50.0%	41.0%	44.7%	36.0%
%H		99.4%	54.9%	18.3%	74.2%	45.7%	28.4%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5027	4902	4742	2295	745	3204	1461	1743
%H		97.5%	94.3%	45.7%	14.8%	63.7%	29.1%	34.7%
Total Children	962	947	932	495	158	597	307	289
%V	19.1%	19.3%	19.7%	21.6%	21.2%	18.6%	21.0%	16.6%
%H		98.4%	96.9%	51.5%	16.4%	62.1%	31.9%	30.0%
0 - 3	262	259	254	118	42	154	59	95
%V	5.2%	5.3%	5.4%	5.1%	5.6%	4.8%	4.0%	5.5%
%H		98.9%	96.9%	45.0%	16.0%	58.8%	22.5%	36.3%
4 - 15	700	688	678	377	116	442	248	194
%V	13.9%	14.0%	14.3%	16.4%	15.6%	13.8%	17.0%	11.1%
%H		98.3%	96.9%	53.9%	16.6%	63.1%	35.4%	27.7%
4 - 9	352	343	337	187	61	208	112	96
%V	7.0%	7.0%	7.1%	8.1%	8.2%	6.5%	7.7%	5.5%
%H		97.4%	95.7%	53.1%	17.3%	59.1%	31.8%	27.3%
10 - 15	348	346	341	190	55	234	136	98
%V	6.9%	7.1%	7.2%	8.3%	7.4%	7.3%	9.3%	5.6%
%H		99.4%	98.0%	54.6%	15.8%	67.2%	39.1%	28.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5027	4902	4742	2295	745	3204	1461	1743
%H		97.5%	94.3%	45.7%	14.8%	63.7%	29.1%	34.7%
Total Adults (16+)	4065	3955	3810	1800	587	2607	1153	1454
%V	80.9%	80.7%	80.3%	78.4%	78.8%	81.4%	78.9%	83.4%
%H		97.3%	93.7%	44.3%	14.4%	64.1%	28.4%	35.8%
16 - 19	257	246	239	116	52	162	89	74
%V	5.1%	5.0%	5.0%	5.1%	7.0%	5.1%	6.1%	4.2%
%H		95.7%	93.0%	45.1%	20.2%	63.0%	34.6%	28.8%
20 - 24	267	250	241	121	45	166	88	78
%V	5.3%	5.1%	5.1%	5.3%	6.0%	5.2%	6.0%	4.5%
%H		93.6%	90.3%	45.3%	16.9%	62.2%	33.0%	29.2%
25 - 34	640	603	592	310	114	326	153	173
%V	12.7%	12.3%	12.5%	13.5%	15.3%	10.2%	10.5%	9.9%
%H		94.2%	92.5%	48.4%	17.8%	50.9%	23.9%	27.0%
35 - 44	730	715	701	373	123	447	235	212
%V	14.5%	14.6%	14.8%	16.3%	16.5%	14.0%	16.1%	12.2%
%H		97.9%	96.0%	51.1%	16.8%	61.2%	32.2%	29.0%
45 - 54	732	721	702	362	107	492	253	239
%V	14.6%	14.7%	14.8%	15.8%	14.4%	15.4%	17.3%	13.7%
%H		98.5%	95.9%	49.5%	14.6%	67.2%	34.6%	32.7%
55 - 64	567	557	537	247	77	382	165	216
%V	11.3%	11.4%	11.3%	10.8%	10.3%	11.9%	11.3%	12.4%
%H		98.2%	94.7%	43.6%	13.6%	67.4%	29.1%	38.1%
65+	873	864	798	271	68	633	171	462
%V	17.4%	17.6%	16.8%	11.8%	9.1%	19.8%	11.7%	26.5%
%H		99.0%	91.4%	31.0%	7.8%	72.5%	19.6%	52.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South
Individual level data
Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4065	3955	3810	1800	587	2607	1153	1454
%H		97.3%	93.7%	44.3%	14.4%	64.1%	28.4%	35.8%
AB	1336	1311	1275	608	177	858	362	496
%V	32.9%	33.1%	33.5%	33.8%	30.2%	32.9%	31.4%	34.1%
%H		98.1%	95.4%	45.5%	13.2%	64.2%	27.1%	37.1%
C1	1184	1141	1098	535	175	741	339	402
%V	29.1%	28.8%	28.8%	29.7%	29.8%	28.4%	29.4%	27.6%
%H		96.4%	92.7%	45.2%	14.8%	62.6%	28.6%	34.0%
C2	865	852	833	416	134	595	303	292
%V	21.3%	21.5%	21.9%	23.1%	22.8%	22.8%	26.3%	20.1%
%H		98.5%	96.3%	48.1%	15.5%	68.8%	35.0%	33.8%
D	412	396	374	169	67	241	103	139
%V	10.1%	10.0%	9.8%	9.4%	11.4%	9.2%	8.9%	9.6%
%H		96.1%	90.8%	41.0%	16.3%	58.5%	25.0%	33.7%
E	269	254	230	72	34	172	47	125
%V	6.6%	6.4%	6.0%	4.0%	5.8%	6.6%	4.1%	8.6%
%H		94.4%	85.5%	26.8%	12.6%	63.9%	17.5%	46.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South

Individual level data

Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4065	3955	3810	1800	587	2607	1153	1454
%H		97.3%	93.7%	44.3%	14.4%	64.1%	28.4%	35.8%
Working full time	1905	1858	1819	958	305	1182	611	571
%V	46.9%	47.0%	47.7%	53.2%	52.0%	45.3%	53.0%	39.3%
%H		97.5%	95.5%	50.3%	16.0%	62.0%	32.1%	30.0%
Working part time	485	474	459	213	82	314	149	165
%V	11.9%	12.0%	12.0%	11.8%	14.0%	12.0%	12.9%	11.3%
%H		97.7%	94.6%	43.9%	16.9%	64.7%	30.7%	34.0%
Not working	1675	1622	1533	629	200	1111	394	718
%V	41.2%	41.0%	40.2%	34.9%	34.1%	42.6%	34.2%	49.4%
%H		96.8%	91.5%	37.6%	11.9%	66.3%	23.5%	42.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1971	1910	1853	909	291	1247	576	671
%H		96.9%	94.0%	46.1%	14.8%	63.3%	29.2%	34.0%
16 - 19	139	132	128	66	26	88	50	38
%V	7.1%	6.9%	6.9%	7.3%	8.9%	7.1%	8.7%	5.7%
%H		95.0%	92.1%	47.5%	18.7%	63.3%	36.0%	27.3%
20 - 24	135	126	124	68	26	82	49	33
%V	6.8%	6.6%	6.7%	7.5%	8.9%	6.6%	8.5%	4.9%
%H		93.3%	91.9%	50.4%	19.3%	60.7%	36.3%	24.4%
25 - 34	323	304	299	153	58	169	76	93
%V	16.4%	15.9%	16.1%	16.8%	19.9%	13.6%	13.2%	13.9%
%H		94.1%	92.6%	47.4%	18.0%	52.3%	23.5%	28.8%
35 - 44	356	349	345	189	57	214	111	102
%V	18.1%	18.3%	18.6%	20.8%	19.6%	17.2%	19.3%	15.2%
%H		98.0%	96.9%	53.1%	16.0%	60.1%	31.2%	28.7%
45 - 54	366	358	351	179	53	244	124	120
%V	18.6%	18.7%	18.9%	19.7%	18.2%	19.6%	21.5%	17.9%
%H		97.8%	95.9%	48.9%	14.5%	66.7%	33.9%	32.8%
55 - 64	272	268	257	122	36	186	85	101
%V	13.8%	14.0%	13.9%	13.4%	12.4%	14.9%	14.8%	15.1%
%H		98.5%	94.5%	44.9%	13.2%	68.4%	31.3%	37.1%
65+	380	373	350	133	34	265	80	185
%V	19.3%	19.5%	18.9%	14.6%	11.7%	21.3%	13.9%	27.6%
%H		98.2%	92.1%	35.0%	8.9%	69.7%	21.1%	48.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1971	1910	1853	909	291	1247	576	671
%H		96.9%	94.0%	46.1%	14.8%	63.3%	29.2%	34.0%
AB	665	652	636	312	93	418	182	236
%V	33.7%	34.1%	34.3%	34.3%	32.0%	33.5%	31.6%	35.2%
%H		98.0%	95.6%	46.9%	14.0%	62.9%	27.4%	35.5%
C1	554	533	515	267	85	341	169	172
%V	28.1%	27.9%	27.8%	29.4%	29.2%	27.3%	29.3%	25.6%
%H		96.2%	93.0%	48.2%	15.3%	61.6%	30.5%	31.0%
C2	458	451	441	219	67	315	156	160
%V	23.2%	23.6%	23.8%	24.1%	23.0%	25.3%	27.1%	23.8%
%H		98.5%	96.3%	47.8%	14.6%	68.8%	34.1%	34.9%
D	195	186	177	83	33	109	48	61
%V	9.9%	9.7%	9.6%	9.1%	11.3%	8.7%	8.3%	9.1%
%H		95.4%	90.8%	42.6%	16.9%	55.9%	24.6%	31.3%
E	100	89	83	28	14	63	21	42
%V	5.1%	4.7%	4.5%	3.1%	4.8%	5.1%	3.6%	6.3%
%H		89.0%	83.0%	28.0%	14.0%	63.0%	21.0%	42.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1971	1910	1853	909	291	1247	576	671
%H		96.9%	94.0%	46.1%	14.8%	63.3%	29.2%	34.0%
Working full time	1198	1170	1147	607	185	751	387	365
%V	60.8%	61.3%	61.9%	66.8%	63.6%	60.2%	67.2%	54.4%
%H		97.7%	95.7%	50.7%	15.4%	62.7%	32.3%	30.5%
Working part time	91	87	83	32	16	57	23	34
%V	4.6%	4.6%	4.5%	3.5%	5.5%	4.6%	4.0%	5.1%
%H		95.6%	91.2%	35.2%	17.6%	62.6%	25.3%	37.4%
Not working	682	653	623	270	90	438	166	272
%V	34.6%	34.2%	33.6%	29.7%	30.9%	35.1%	28.8%	40.5%
%H		95.7%	91.3%	39.6%	13.2%	64.2%	24.3%	39.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2094	2044	1957	891	296	1360	577	783
%H		97.6%	93.5%	42.6%	14.1%	64.9%	27.6%	37.4%
16 - 19	118	114	111	50	26	75	39	36
%V	5.6%	5.6%	5.7%	5.6%	8.8%	5.5%	6.8%	4.6%
%H		96.6%	94.1%	42.4%	22.0%	63.6%	33.1%	30.5%
20 - 24	132	123	117	53	18	84	39	45
%V	6.3%	6.0%	6.0%	5.9%	6.1%	6.2%	6.8%	5.7%
%H		93.2%	88.6%	40.2%	13.6%	63.6%	29.5%	34.1%
25 - 34	317	299	294	157	57	157	76	80
%V	15.1%	14.6%	15.0%	17.6%	19.3%	11.5%	13.2%	10.2%
%H		94.3%	92.7%	49.5%	18.0%	49.5%	24.0%	25.2%
35 - 44	375	366	356	184	65	233	123	110
%V	17.9%	17.9%	18.2%	20.7%	22.0%	17.1%	21.3%	14.0%
%H		97.6%	94.9%	49.1%	17.3%	62.1%	32.8%	29.3%
45 - 54	366	363	351	183	54	248	129	119
%V	17.5%	17.8%	17.9%	20.5%	18.2%	18.2%	22.4%	15.2%
%H		99.2%	95.9%	50.0%	14.8%	67.8%	35.2%	32.5%
55 - 64	294	289	280	126	41	196	80	116
%V	14.0%	14.1%	14.3%	14.1%	13.9%	14.4%	13.9%	14.8%
%H		98.3%	95.2%	42.9%	13.9%	66.7%	27.2%	39.5%
65+	493	490	448	138	34	368	91	277
%V	23.5%	24.0%	22.9%	15.5%	11.5%	27.1%	15.8%	35.4%
%H		99.4%	90.9%	28.0%	6.9%	74.6%	18.5%	56.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC South
Individual level data
Table 7.29: Social Grade (Females 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		2094	2044	1957	891	296	1360	577	783
%H			97.6%	93.5%	42.6%	14.1%	64.9%	27.6%	37.4%
AB		671	659	639	296	84	440	180	261
	%V	32.0%	32.2%	32.7%	33.2%	28.4%	32.4%	31.2%	33.3%
	%H		98.2%	95.2%	44.1%	12.5%	65.6%	26.8%	38.9%
C1		631	608	582	268	89	400	170	229
	%V	30.1%	29.7%	29.7%	30.1%	30.1%	29.4%	29.5%	29.2%
	%H		96.4%	92.2%	42.5%	14.1%	63.4%	26.9%	36.3%
C2		407	401	392	197	67	280	147	133
	%V	19.4%	19.6%	20.0%	22.1%	22.6%	20.6%	25.5%	17.0%
	%H		98.5%	96.3%	48.4%	16.5%	68.8%	36.1%	32.7%
D		216	210	197	86	35	132	54	78
	%V	10.3%	10.3%	10.1%	9.7%	11.8%	9.7%	9.4%	10.0%
	%H		97.2%	91.2%	39.8%	16.2%	61.1%	25.0%	36.1%
E		169	166	147	44	21	109	26	83
	%V	8.1%	8.1%	7.5%	4.9%	7.1%	8.0%	4.5%	10.6%
	%H		98.2%	87.0%	26.0%	12.4%	64.5%	15.4%	49.1%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC South

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2094	2044	1957	891	296	1360	577	783
%H		97.6%	93.5%	42.6%	14.1%	64.9%	27.6%	37.4%
Working full time	707	688	671	351	119	430	224	207
%V	33.8%	33.7%	34.3%	39.4%	40.2%	31.6%	38.8%	26.4%
%H		97.3%	94.9%	49.6%	16.8%	60.8%	31.7%	29.3%
Working part time	393	387	376	181	67	257	126	131
%V	18.8%	18.9%	19.2%	20.3%	22.6%	18.9%	21.8%	16.7%
%H		98.5%	95.7%	46.1%	17.0%	65.4%	32.1%	33.3%
Not working	994	969	910	360	110	673	228	445
%V	47.5%	47.4%	46.5%	40.4%	37.2%	49.5%	39.5%	56.8%
%H		97.5%	91.5%	36.2%	11.1%	67.7%	22.9%	44.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.1: Social Grade

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2599	2514	2388	1074	336	1801	799	1002
%H (All HH)		96.7%	91.9%	41.3%	12.9%	69.3%	30.7%	38.6%
%H (TV HH)			95.0%	42.7%	13.4%	71.6%	31.8%	39.9%
AB	517	504	485	237	72	345	162	183
%V	19.9%	20.0%	20.3%	22.1%	21.4%	19.2%	20.3%	18.3%
%H (All HH)		97.5%	93.8%	45.8%	13.9%	66.7%	31.3%	35.4%
%H (TV HH)			96.2%	47.0%	14.3%	68.5%	32.1%	36.3%
C1	689	652	630	306	103	467	236	231
%V	26.5%	25.9%	26.4%	28.5%	30.7%	25.9%	29.5%	23.1%
%H (All HH)		94.6%	91.4%	44.4%	14.9%	67.8%	34.3%	33.5%
%H (TV HH)			96.6%	46.9%	15.8%	71.6%	36.2%	35.4%
C2	520	512	496	242	67	389	200	189
%V	20.0%	20.4%	20.8%	22.5%	19.9%	21.6%	25.0%	18.9%
%H (All HH)		98.5%	95.4%	46.5%	12.9%	74.8%	38.5%	36.3%
%H (TV HH)			96.9%	47.3%	13.1%	76.0%	39.1%	36.9%
D	460	449	425	189	51	318	130	189
%V	17.7%	17.9%	17.8%	17.6%	15.2%	17.7%	16.3%	18.9%
%H (All HH)		97.6%	92.4%	41.1%	11.1%	69.1%	28.3%	41.1%
%H (TV HH)			94.7%	42.1%	11.4%	70.8%	29.0%	42.1%
E	413	396	353	101	43	281	72	209
%V	15.9%	15.8%	14.8%	9.4%	12.8%	15.6%	9.0%	20.9%
%H (All HH)		95.9%	85.5%	24.5%	10.4%	68.0%	17.4%	50.6%
%H (TV HH)			89.1%	25.5%	10.9%	71.0%	18.2%	52.8%

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2599	2514	2388	1074	336	1801	799	1002
%H (All HH)		96.7%	91.9%	41.3%	12.9%	69.3%	30.7%	38.6%
%H (TV HH)			95.0%	42.7%	13.4%	71.6%	31.8%	39.9%
Under 25	140	119	114	47	20	82	33	49
%V	5.4%	4.7%	4.8%	4.4%	6.0%	4.6%	4.1%	4.9%
%H (All HH)		85.0%	81.4%	33.6%	14.3%	58.6%	23.6%	35.0%
%H (TV HH)			95.8%	39.5%	16.8%	68.9%	27.7%	41.2%
25 - 34	416	393	383	230	55	249	146	103
%V	16.0%	15.6%	16.0%	21.4%	16.4%	13.8%	18.3%	10.3%
%H (All HH)		94.5%	92.1%	55.3%	13.2%	59.9%	35.1%	24.8%
%H (TV HH)			97.5%	58.5%	14.0%	63.4%	37.2%	26.2%
35 - 44	464	454	437	248	78	296	179	117
%V	17.9%	18.1%	18.3%	23.1%	23.2%	16.4%	22.4%	11.7%
%H (All HH)		97.8%	94.2%	53.4%	16.8%	63.8%	38.6%	25.2%
%H (TV HH)			96.3%	54.6%	17.2%	65.2%	39.4%	25.8%
45 - 54	492	483	472	217	80	377	194	182
%V	18.9%	19.2%	19.8%	20.2%	23.8%	20.9%	24.3%	18.2%
%H (All HH)		98.2%	95.9%	44.1%	16.3%	76.6%	39.4%	37.0%
%H (TV HH)			97.7%	44.9%	16.6%	78.1%	40.2%	37.7%
55 - 64	417	408	393	175	50	300	131	170
%V	16.0%	16.2%	16.5%	16.3%	14.9%	16.7%	16.4%	17.0%
%H (All HH)		97.8%	94.2%	42.0%	12.0%	71.9%	31.4%	40.8%
%H (TV HH)			96.3%	42.9%	12.3%	73.5%	32.1%	41.7%
65 +	668	657	589	158	51	497	117	380
%V	25.7%	26.1%	24.7%	14.7%	15.2%	27.6%	14.6%	37.9%
%H (All HH)		98.4%	88.2%	23.7%	7.6%	74.4%	17.5%	56.9%
%H (TV HH)			89.6%	24.0%	7.8%	75.6%	17.8%	57.8%

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2599	2514	2388	1074	336	1801	799	1002
%H (All HH)		96.7%	91.9%	41.3%	12.9%	69.3%	30.7%	38.6%
%H (TV HH)			95.0%	42.7%	13.4%	71.6%	31.8%	39.9%
1	875	820	739	195	83	585	122	463
%V	33.7%	32.6%	30.9%	18.2%	24.7%	32.5%	15.3%	46.2%
%H (All HH)		93.7%	84.5%	22.3%	9.5%	66.9%	13.9%	52.9%
%H (TV HH)			90.1%	23.8%	10.1%	71.3%	14.9%	56.5%
2	825	810	784	355	106	603	273	331
%V	31.7%	32.2%	32.8%	33.1%	31.5%	33.5%	34.2%	33.0%
%H (All HH)		98.2%	95.0%	43.0%	12.8%	73.1%	33.1%	40.1%
%H (TV HH)			96.8%	43.8%	13.1%	74.4%	33.7%	40.9%
3	395	386	376	220	62	269	169	100
%V	15.2%	15.4%	15.7%	20.5%	18.5%	14.9%	21.2%	10.0%
%H (All HH)		97.7%	95.2%	55.7%	15.7%	68.1%	42.8%	25.3%
%H (TV HH)			97.4%	57.0%	16.1%	69.7%	43.8%	25.9%
4	334	330	326	192	58	241	161	79
%V	12.9%	13.1%	13.7%	17.9%	17.3%	13.4%	20.2%	7.9%
%H (All HH)		98.8%	97.6%	57.5%	17.4%	72.2%	48.2%	23.7%
%H (TV HH)			98.8%	58.2%	17.6%	73.0%	48.8%	23.9%
5+	170	167	163	112	27	103	74	28
%V	6.5%	6.6%	6.8%	10.4%	8.0%	5.7%	9.3%	2.8%
%H (All HH)		98.2%	95.9%	65.9%	15.9%	60.6%	43.5%	16.5%
%H (TV HH)			97.6%	67.1%	16.2%	61.7%	44.3%	16.8%
Average HH size	2.30	2.32	2.36	2.75	2.56	2.29	2.78	1.89

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2599	2514	2388	1074	336	1801	799	1002
%H (All HH)		96.7%	91.9%	41.3%	12.9%	69.3%	30.7%	38.6%
%H (TV HH)			95.0%	42.7%	13.4%	71.6%	31.8%	39.9%
Without	1942	1867	1755	689	228	1377	524	853
%V	74.7%	74.3%	73.5%	64.2%	67.9%	76.5%	65.6%	85.1%
%H (All HH)		96.1%	90.4%	35.5%	11.7%	70.9%	27.0%	43.9%
%H (TV HH)			94.0%	36.9%	12.2%	73.8%	28.1%	45.7%
With	657	647	633	385	108	423	275	149
%V	25.3%	25.7%	26.5%	35.8%	32.1%	23.5%	34.4%	14.9%
%H (All HH)		98.5%	96.3%	58.6%	16.4%	64.4%	41.9%	22.7%
%H (TV HH)			97.8%	59.5%	16.7%	65.4%	42.5%	23.0%
0 - 3	262	253	250	160	39	156	102	53
%V	10.1%	10.1%	10.5%	14.9%	11.6%	8.7%	12.8%	5.3%
%H (All HH)		96.6%	95.4%	61.1%	14.9%	59.5%	38.9%	20.2%
%H (TV HH)			98.8%	63.2%	15.4%	61.7%	40.3%	20.9%
4 - 9	312	309	303	196	48	184	121	64
%V	12.0%	12.3%	12.7%	18.2%	14.3%	10.2%	15.1%	6.4%
%H (All HH)		99.0%	97.1%	62.8%	15.4%	59.0%	38.8%	20.5%
%H (TV HH)			98.1%	63.4%	15.5%	59.5%	39.2%	20.7%
10 - 15	316	314	308	179	61	223	150	73
%V	12.2%	12.5%	12.9%	16.7%	18.2%	12.4%	18.8%	7.3%
%H (All HH)		99.4%	97.5%	56.6%	19.3%	70.6%	47.5%	23.1%
%H (TV HH)			98.1%	57.0%	19.4%	71.0%	47.8%	23.2%

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2599	2514	2388	1074	336	1801	799	1002
%H (All HH)		96.7%	91.9%	41.3%	12.9%	69.3%	30.7%	38.6%
%H (TV HH)			95.0%	42.7%	13.4%	71.6%	31.8%	39.9%
1	904	904	820	302	102	542	122	420
%V	34.8%	36.0%	34.3%	28.1%	30.4%	30.1%	15.3%	41.9%
%H (All HH)		100.0%	90.7%	33.4%	11.3%	60.0%	13.5%	46.5%
%H (TV HH)			90.7%	33.4%	11.3%	60.0%	13.5%	46.5%
2	844	844	811	366	98	618	264	354
%V	32.5%	33.6%	34.0%	34.1%	29.2%	34.3%	33.0%	35.3%
%H (All HH)		100.0%	96.1%	43.4%	11.6%	73.2%	31.3%	41.9%
%H (TV HH)			96.1%	43.4%	11.6%	73.2%	31.3%	41.9%
3	445	445	437	214	75	366	215	152
%V	17.1%	17.7%	18.3%	19.9%	22.3%	20.3%	26.9%	15.2%
%H (All HH)		100.0%	98.2%	48.1%	16.9%	82.2%	48.3%	34.2%
%H (TV HH)			98.2%	48.1%	16.9%	82.2%	48.3%	34.2%
4	199	199	199	109	43	171	120	51
%V	7.7%	7.9%	8.3%	10.1%	12.8%	9.5%	15.0%	5.1%
%H (All HH)		100.0%	100.0%	54.8%	21.6%	85.9%	60.3%	25.6%
%H (TV HH)			100.0%	54.8%	21.6%	85.9%	60.3%	25.6%
5+	122	122	122	83	17	103	78	25
%V	4.7%	4.9%	5.1%	7.7%	5.1%	5.7%	9.8%	2.5%
%H (All HH)		100.0%	100.0%	68.0%	13.9%	84.4%	63.9%	20.5%
%H (TV HH)			100.0%	68.0%	13.9%	84.4%	63.9%	20.5%

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Yorkshire and Lincolnshire
Household level data
Table 8.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2599	2514	2388	1074	336	1801	799	1002
%H (All HH)		96.7%	91.9%	41.3%	12.9%	69.3%	30.7%	38.6%
%H (TV HH)			95.0%	42.7%	13.4%	71.6%	31.8%	39.9%
Under 20"	1036	1036	993	449	148	806	400	406
%V	39.9%	41.2%	41.6%	41.8%	44.0%	44.8%	50.1%	40.5%
%H (All HH)		100.0%	95.8%	43.3%	14.3%	77.8%	38.6%	39.2%
%H (TV HH)			95.8%	43.3%	14.3%	77.8%	38.6%	39.2%
20" - 29"	1235	1235	1154	481	172	896	382	514
%V	47.5%	49.1%	48.3%	44.8%	51.2%	49.8%	47.8%	51.3%
%H (All HH)		100.0%	93.4%	38.9%	13.9%	72.6%	30.9%	41.6%
%H (TV HH)			93.4%	38.9%	13.9%	72.6%	30.9%	41.6%
30" - 39"	1227	1227	1201	577	169	941	469	472
%V	47.2%	48.8%	50.3%	53.7%	50.3%	52.2%	58.7%	47.1%
%H (All HH)		100.0%	97.9%	47.0%	13.8%	76.7%	38.2%	38.5%
%H (TV HH)			97.9%	47.0%	13.8%	76.7%	38.2%	38.5%
40" and over	782	782	777	485	114	580	392	188
%V	30.1%	31.1%	32.5%	45.2%	33.9%	32.2%	49.1%	18.8%
%H (All HH)		100.0%	99.4%	62.0%	14.6%	74.2%	50.1%	24.0%
%H (TV HH)			99.4%	62.0%	14.6%	74.2%	50.1%	24.0%

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2599	2514	2388	1074	336	1801	799	1002
%H (All HH)		96.7%	91.9%	41.3%	12.9%	69.3%	30.7%	38.6%
%H (TV HH)			95.0%	42.7%	13.4%	71.6%	31.8%	39.9%
Main living room	2488	2488	2367	1063	334	1789	795	994
%V	95.7%	99.0%	99.1%	99.0%	99.4%	99.3%	99.5%	99.2%
%H (All HH)		100.0%	95.1%	42.7%	13.4%	71.9%	32.0%	40.0%
%H (TV HH)			95.1%	42.7%	13.4%	71.9%	32.0%	40.0%
Kitchen	357	357	347	180	50	284	161	123
%V	13.7%	14.2%	14.5%	16.8%	14.9%	15.8%	20.2%	12.3%
%H (All HH)		100.0%	97.2%	50.4%	14.0%	79.6%	45.1%	34.5%
%H (TV HH)			97.2%	50.4%	14.0%	79.6%	45.1%	34.5%
Adult's bedroom	1212	1212	1183	591	181	965	538	427
%V	46.6%	48.2%	49.5%	55.0%	53.9%	53.6%	67.3%	42.6%
%H (All HH)		100.0%	97.6%	48.8%	14.9%	79.6%	44.4%	35.2%
%H (TV HH)			97.6%	48.8%	14.9%	79.6%	44.4%	35.2%
Child's bedroom	292	292	290	171	56	238	173	65
%V	11.2%	11.6%	12.1%	15.9%	16.7%	13.2%	21.7%	6.5%
%H (All HH)		100.0%	99.3%	58.6%	19.2%	81.5%	59.2%	22.3%
%H (TV HH)			99.3%	58.6%	19.2%	81.5%	59.2%	22.3%
Other bedroom	168	168	165	86	32	144	91	53
%V	6.5%	6.7%	6.9%	8.0%	9.5%	8.0%	11.4%	5.3%
%H (All HH)		100.0%	98.2%	51.2%	19.0%	85.7%	54.2%	31.5%
%H (TV HH)			98.2%	51.2%	19.0%	85.7%	54.2%	31.5%
Second living/dining room	336	336	329	178	44	266	152	113
%V	12.9%	13.4%	13.8%	16.6%	13.1%	14.8%	19.0%	11.3%
%H (All HH)		100.0%	97.9%	53.0%	13.1%	79.2%	45.2%	33.6%
%H (TV HH)			97.9%	53.0%	13.1%	79.2%	45.2%	33.6%
Study/office	39	39	38	16	11	31	19	13
%V	1.5%	1.6%	1.6%	1.5%	3.3%	1.7%	2.4%	1.3%
%H (All HH)		100.0%	97.4%	41.0%	28.2%	79.5%	48.7%	33.3%
%H (TV HH)			97.4%	41.0%	28.2%	79.5%	48.7%	33.3%
TV room	15	15	15	7	4	12	7	4
%V	0.6%	0.6%	0.6%	0.7%	1.2%	0.7%	0.9%	0.4%
%H (All HH)		100.0%	100.0%	46.7%	26.7%	80.0%	46.7%	26.7%
%H (TV HH)			100.0%	46.7%	26.7%	80.0%	46.7%	26.7%
No specific location	10	10	10	4	1	9	4	4
%V	0.4%	0.4%	0.4%	0.4%	0.3%	0.5%	0.5%	0.4%
%H (All HH)		100.0%	100.0%	40.0%	10.0%	90.0%	40.0%	40.0%
%H (TV HH)			100.0%	40.0%	10.0%	90.0%	40.0%	40.0%
Other	63	63	62	34	11	54	36	17
%V	2.4%	2.5%	2.6%	3.2%	3.3%	3.0%	4.5%	1.7%
%H (All HH)		100.0%	98.4%	54.0%	17.5%	85.7%	57.1%	27.0%
%H (TV HH)			98.4%	54.0%	17.5%	85.7%	57.1%	27.0%

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Yorkshire and Lincolnshire

Household level data

Table 8.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2599	2514	2388	1074	336	1801	799	1002
%H (All HH)		96.7%	91.9%	41.3%	12.9%	69.3%	30.7%	38.6%
%H (TV HH)			95.0%	42.7%	13.4%	71.6%	31.8%	39.9%
PVR	1159	1159	1157	792	156	812	585	226
%V	44.6%	46.1%	48.5%	73.7%	46.4%	45.1%	73.2%	22.6%
%H (All HH)		100.0%	99.8%	68.3%	13.5%	70.1%	50.5%	19.5%
%H (TV HH)			99.8%	68.3%	13.5%	70.1%	50.5%	19.5%
DVDR	380	380	372	184	58	286	154	132
%V	14.6%	15.1%	15.6%	17.1%	17.3%	15.9%	19.3%	13.2%
%H (All HH)		100.0%	97.9%	48.4%	15.3%	75.3%	40.5%	34.7%
%H (TV HH)			97.9%	48.4%	15.3%	75.3%	40.5%	34.7%
VCR	580	580	546	205	79	428	160	268
%V	22.3%	23.1%	22.9%	19.1%	23.5%	23.8%	20.0%	26.7%
%H (All HH)		100.0%	94.1%	35.3%	13.6%	73.8%	27.6%	46.2%
%H (TV HH)			94.1%	35.3%	13.6%	73.8%	27.6%	46.2%
Any recorder	1631	1631	1592	896	216	1173	673	500
%V	62.8%	64.9%	66.7%	83.4%	64.3%	65.1%	84.2%	49.9%
%H (All HH)		100.0%	97.6%	54.9%	13.2%	71.9%	41.3%	30.7%
%H (TV HH)			97.6%	54.9%	13.2%	71.9%	41.3%	30.7%

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Yorkshire and Lincolnshire
Household level data
Table 8.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2599	2514	2388	1074	336	1801	799	1002
%H (All HH)		96.7%	91.9%	41.3%	12.9%	69.3%	30.7%	38.6%
%H (TV HH)			95.0%	42.7%	13.4%	71.6%	31.8%	39.9%
Receives HDTV (via STB or built-in reception)	809	809	809	496	168	579	417	162
%V	31.1%	32.2%	33.9%	46.2%	50.0%	32.1%	52.2%	16.2%
%H (All HH)		100.0%	100.0%	61.3%	20.8%	71.6%	51.5%	20.0%
%H (TV HH)			100.0%	61.3%	20.8%	71.6%	51.5%	20.0%
DVD/Blu-ray player or recorder	2036	2036	1981	926	293	1504	720	784
%V	78.3%	81.0%	83.0%	86.2%	87.2%	83.5%	90.1%	78.2%
%H (All HH)		100.0%	97.3%	45.5%	14.4%	73.9%	35.4%	38.5%
%H (TV HH)			97.3%	45.5%	14.4%	73.9%	35.4%	38.5%

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Yorkshire and Lincolnshire
Household level data
Table 8.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2599	2514	2388	1074	336	1801	799	1002
%H (All HH)		96.7%	91.9%	41.3%	12.9%	69.3%	30.7%	38.6%
%H (TV HH)			95.0%	42.7%	13.4%	71.6%	31.8%	39.9%
Has PC or Laptop	1855	1800	1759	914	285	1284	701	582
%V	71.4%	71.6%	73.7%	85.1%	84.8%	71.3%	87.7%	58.1%
%H (All HH)		97.0%	94.8%	49.3%	15.4%	69.2%	37.8%	31.4%
%H (TV HH)			97.7%	50.8%	15.8%	71.3%	38.9%	32.3%
Has broadband internet	1724	1680	1647	873	276	1199	679	520
%V	66.3%	66.8%	69.0%	81.3%	82.1%	66.6%	85.0%	51.9%
%H (All HH)		97.4%	95.5%	50.6%	16.0%	69.5%	39.4%	30.2%
%H (TV HH)			98.0%	52.0%	16.4%	71.4%	40.4%	31.0%

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Yorkshire and Lincolnshire
Set level data
Table 8.11: Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5384	5209	2571	790	4121	2205	1916
%H		96.7%	47.8%	14.7%	76.5%	41.0%	35.6%
Under 20"	1486	1436	681	227	1179	635	544
%V	27.6%	27.6%	26.5%	28.7%	28.6%	28.8%	28.4%
%H		96.6%	45.8%	15.3%	79.3%	42.7%	36.6%
20" - 29"	1570	1481	639	225	1165	531	634
%V	29.2%	28.4%	24.9%	28.5%	28.3%	24.1%	33.1%
%H		94.3%	40.7%	14.3%	74.2%	33.8%	40.4%
30" - 39"	1415	1387	685	204	1100	579	522
%V	26.3%	26.6%	26.6%	25.8%	26.7%	26.3%	27.2%
%H		98.0%	48.4%	14.4%	77.7%	40.9%	36.9%
40" and over	872	867	554	127	648	449	199
%V	16.2%	16.6%	21.5%	16.1%	15.7%	20.4%	10.4%
%H		99.4%	63.5%	14.6%	74.3%	51.5%	22.8%
Don't know	41	38	13	7	28	10	18
%V	0.8%	0.7%	0.5%	0.9%	0.7%	0.5%	0.9%
%H		92.7%	31.7%	17.1%	68.3%	24.4%	43.9%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Yorkshire and Lincolnshire

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5384	5209	2571	790	4121	2205	1916
%H		96.7%	47.8%	14.7%	76.5%	41.0%	35.6%
Main living room	2509	2388	1072	339	1806	805	1001
%V	46.6%	45.8%	41.7%	42.9%	43.8%	36.5%	52.2%
%H		95.2%	42.7%	13.5%	72.0%	32.1%	39.9%
Kitchen	358	348	180	51	284	161	123
%V	6.6%	6.7%	7.0%	6.5%	6.9%	7.3%	6.4%
%H		97.2%	50.3%	14.2%	79.3%	45.0%	34.4%
Adult's bedroom	1458	1427	740	211	1167	673	494
%V	27.1%	27.4%	28.8%	26.7%	28.3%	30.5%	25.8%
%H		97.9%	50.8%	14.5%	80.0%	46.2%	33.9%
Child's bedroom	386	384	229	76	312	230	82
%V	7.2%	7.4%	8.9%	9.6%	7.6%	10.4%	4.3%
%H		99.5%	59.3%	19.7%	80.8%	59.6%	21.2%
Other bedroom	198	195	100	41	171	108	63
%V	3.7%	3.7%	3.9%	5.2%	4.1%	4.9%	3.3%
%H		98.5%	50.5%	20.7%	86.4%	54.5%	31.8%
Second living/dining room	346	340	185	46	273	158	115
%V	6.4%	6.5%	7.2%	5.8%	6.6%	7.2%	6.0%
%H		98.3%	53.5%	13.3%	78.9%	45.7%	33.2%
Study/office	39	38	16	11	31	19	13
%V	0.7%	0.7%	0.6%	1.4%	0.8%	0.9%	0.7%
%H		97.4%	41.0%	28.2%	79.5%	48.7%	33.3%
TV room	15	15	7	4	12	7	4
%V	0.3%	0.3%	0.3%	0.5%	0.3%	0.3%	0.2%
%H		100.0%	46.7%	26.7%	80.0%	46.7%	26.7%
No specific location	11	11	5	1	9	4	4
%V	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%
%H		100.0%	45.5%	9.1%	81.8%	36.4%	36.4%
Other	65	64	36	11	55	38	17
%V	1.2%	1.2%	1.4%	1.4%	1.3%	1.7%	0.9%
%H		98.5%	55.4%	16.9%	84.6%	58.5%	26.2%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Yorkshire and Lincolnshire

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5384	5209	2571	790	4121	2205	1916
%H		96.7%	47.8%	14.7%	76.5%	41.0%	35.6%
PVR	1477	1475	1060	194	1023	772	251
%V	27.4%	28.3%	41.2%	24.6%	24.8%	35.0%	13.1%
%H		99.9%	71.8%	13.1%	69.3%	52.3%	17.0%
DVDR	441	432	222	69	332	187	145
%V	8.2%	8.3%	8.6%	8.7%	8.1%	8.5%	7.6%
%H		98.0%	50.3%	15.6%	75.3%	42.4%	32.9%
VCR	664	628	246	97	486	195	291
%V	12.3%	12.1%	9.6%	12.3%	11.8%	8.8%	15.2%
%H		94.6%	37.0%	14.6%	73.2%	29.4%	43.8%
Any recorder	2164	2122	1270	302	1548	964	584
%V	40.2%	40.7%	49.4%	38.2%	37.6%	43.7%	30.5%
%H		98.1%	58.7%	14.0%	71.5%	44.5%	27.0%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5384	5209	2571	790	4121	2205	1916
%H		96.7%	47.8%	14.7%	76.5%	41.0%	35.6%
Receives HDTV (via STB or built-in reception)	1037	1037	637	227	746	546	200
%V	19.3%	19.9%	24.8%	28.7%	18.1%	24.8%	10.4%
%H		100.0%	61.4%	21.9%	71.9%	52.7%	19.3%
DVD/Blu-ray player or recorder	3052	2994	1507	484	2331	1287	1044
%V	56.7%	57.5%	58.6%	61.3%	56.6%	58.4%	54.5%
%H		98.1%	49.4%	15.9%	76.4%	42.2%	34.2%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Yorkshire and Lincolnshire

Set level data

Table 8.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2511	2387	1074	336	1800	799	1001
%H		95.1%	42.8%	13.4%	71.7%	31.8%	39.9%
Under 20"	74	58	12	10	44	8	36
%V	2.9%	2.4%	1.1%	3.0%	2.4%	1.0%	3.6%
%H		78.4%	16.2%	13.5%	59.5%	10.8%	48.6%
20" - 29"	689	614	181	82	451	96	355
%V	27.4%	25.7%	16.9%	24.4%	25.1%	12.0%	35.5%
%H		89.1%	26.3%	11.9%	65.5%	13.9%	51.5%
30" - 39"	986	960	415	132	741	318	423
%V	39.3%	40.2%	38.6%	39.3%	41.2%	39.8%	42.3%
%H		97.4%	42.1%	13.4%	75.2%	32.3%	42.9%
40" and over	743	739	461	109	553	374	179
%V	29.6%	31.0%	42.9%	32.4%	30.7%	46.8%	17.9%
%H		99.5%	62.0%	14.7%	74.4%	50.3%	24.1%
Don't know	19	17	6	3	11	4	7
%V	0.8%	0.7%	0.6%	0.9%	0.6%	0.5%	0.7%
%H		89.5%	31.6%	15.8%	57.9%	21.1%	36.8%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Yorkshire and Lincolnshire

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2511	2387	1074	336	1800	799	1001
%H		95.1%	42.8%	13.4%	71.7%	31.8%	39.9%
PVR	1113	1111	768	148	772	561	211
%V	44.3%	46.5%	71.5%	44.0%	42.9%	70.2%	21.1%
%H		99.8%	69.0%	13.3%	69.4%	50.4%	19.0%
DVDR	313	306	150	45	233	120	113
%V	12.5%	12.8%	14.0%	13.4%	12.9%	15.0%	11.3%
%H		97.8%	47.9%	14.4%	74.4%	38.3%	36.1%
VCR	467	435	147	63	342	113	230
%V	18.6%	18.2%	13.7%	18.8%	19.0%	14.1%	23.0%
%H		93.1%	31.5%	13.5%	73.2%	24.2%	49.3%
Any recorder	1549	1512	865	204	1103	642	461
%V	61.7%	63.3%	80.5%	60.7%	61.3%	80.4%	46.1%
%H		97.6%	55.8%	13.2%	71.2%	41.4%	29.8%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2511	2387	1074	336	1800	799	1001
%H		95.1%	42.8%	13.4%	71.7%	31.8%	39.9%
Receives HDTV (via STB or built-in reception)	763	763	469	161	538	389	149
%V	30.4%	32.0%	43.7%	47.9%	29.9%	48.7%	14.9%
%H		100.0%	61.5%	21.1%	70.5%	51.0%	19.5%
DVD/Blu-ray player or recorder	1910	1858	860	279	1399	660	739
%V	76.1%	77.8%	80.1%	83.0%	77.7%	82.6%	73.8%
%H		97.3%	45.0%	14.6%	73.2%	34.6%	38.7%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Yorkshire and Lincolnshire
Set level data
Table 8.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2872	2821	1497	454	2321	1406	916
%H		98.2%	52.1%	15.8%	80.8%	49.0%	31.9%
Under 20"	1412	1379	669	217	1135	627	508
%V	49.2%	48.9%	44.7%	47.8%	48.9%	44.6%	55.5%
%H		97.7%	47.4%	15.4%	80.4%	44.4%	36.0%
20" - 29"	881	866	458	143	714	436	278
%V	30.7%	30.7%	30.6%	31.5%	30.8%	31.0%	30.3%
%H		98.3%	52.0%	16.2%	81.0%	49.5%	31.6%
30" - 39"	428	427	270	72	360	261	99
%V	14.9%	15.1%	18.0%	15.9%	15.5%	18.6%	10.8%
%H		99.8%	63.1%	16.8%	84.1%	61.0%	23.1%
40" and over	129	128	93	18	96	75	21
%V	4.5%	4.5%	6.2%	4.0%	4.1%	5.3%	2.3%
%H		99.2%	72.1%	14.0%	74.4%	58.1%	16.3%
Don't know	22	21	7	4	17	6	10
%V	0.8%	0.7%	0.5%	0.9%	0.7%	0.4%	1.1%
%H		95.5%	31.8%	18.2%	77.3%	27.3%	45.5%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Yorkshire and Lincolnshire

Set level data

Table 8.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2872	2821	1497	454	2321	1406	916
%H		98.2%	52.1%	15.8%	80.8%	49.0%	31.9%
PVR	364	364	291	46	251	210	41
%V	12.7%	12.9%	19.4%	10.1%	10.8%	14.9%	4.5%
%H		100.0%	79.9%	12.6%	69.0%	57.7%	11.3%
DVDR	128	126	72	23	99	67	32
%V	4.5%	4.5%	4.8%	5.1%	4.3%	4.8%	3.5%
%H		98.4%	56.3%	18.0%	77.3%	52.3%	25.0%
VCR	197	193	99	35	144	82	61
%V	6.9%	6.8%	6.6%	7.7%	6.2%	5.8%	6.7%
%H		98.0%	50.3%	17.8%	73.1%	41.6%	31.0%
Any recorder	615	610	405	98	445	322	123
%V	21.4%	21.6%	27.1%	21.6%	19.2%	22.9%	13.4%
%H		99.2%	65.9%	15.9%	72.4%	52.4%	20.0%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2872	2821	1497	454	2321	1406	916
%H		98.2%	52.1%	15.8%	80.8%	49.0%	31.9%
Receives HDTV (via STB or built-in reception)	274	274	169	65	208	157	51
%V	9.5%	9.7%	11.3%	14.3%	9.0%	11.2%	5.6%
%H		100.0%	61.7%	23.7%	75.9%	57.3%	18.6%
DVD/Blu-ray player or recorder	1142	1135	646	205	932	627	306
%V	39.8%	40.2%	43.2%	45.2%	40.2%	44.6%	33.4%
%H		99.4%	56.6%	18.0%	81.6%	54.9%	26.8%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5982	5837	5638	2958	860	4118	2222	1896
%H		97.6%	94.2%	49.4%	14.4%	68.8%	37.1%	31.7%
Total Children	1134	1117	1095	681	185	721	478	243
%V	19.0%	19.1%	19.4%	23.0%	21.5%	17.5%	21.5%	12.8%
%H		98.5%	96.6%	60.1%	16.3%	63.6%	42.2%	21.4%
0 - 3	308	299	296	191	45	185	122	63
%V	5.1%	5.1%	5.3%	6.5%	5.2%	4.5%	5.5%	3.3%
%H		97.1%	96.1%	62.0%	14.6%	60.1%	39.6%	20.5%
4 - 15	826	818	799	490	140	536	356	180
%V	13.8%	14.0%	14.2%	16.6%	16.3%	13.0%	16.0%	9.5%
%H		99.0%	96.7%	59.3%	16.9%	64.9%	43.1%	21.8%
4 - 9	407	401	392	256	57	240	155	85
%V	6.8%	6.9%	7.0%	8.7%	6.6%	5.8%	7.0%	4.5%
%H		98.5%	96.3%	62.9%	14.0%	59.0%	38.1%	20.9%
10 - 15	418	417	407	234	84	296	201	95
%V	7.0%	7.1%	7.2%	7.9%	9.8%	7.2%	9.0%	5.0%
%H		99.8%	97.4%	56.0%	20.1%	70.8%	48.1%	22.7%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5982	5837	5638	2958	860	4118	2222	1896
%H		97.6%	94.2%	49.4%	14.4%	68.8%	37.1%	31.7%
Total Adults (16+)	4849	4721	4543	2277	674	3397	1744	1653
%V	81.1%	80.9%	80.6%	77.0%	78.4%	82.5%	78.5%	87.2%
%H		97.4%	93.7%	47.0%	13.9%	70.1%	36.0%	34.1%
16 - 19	334	322	320	180	56	241	153	88
%V	5.6%	5.5%	5.7%	6.1%	6.5%	5.9%	6.9%	4.6%
%H		96.4%	95.8%	53.9%	16.8%	72.2%	45.8%	26.3%
20 - 24	397	368	356	187	56	262	140	122
%V	6.6%	6.3%	6.3%	6.3%	6.5%	6.4%	6.3%	6.4%
%H		92.7%	89.7%	47.1%	14.1%	66.0%	35.3%	30.7%
25 - 34	812	775	756	464	117	492	302	190
%V	13.6%	13.3%	13.4%	15.7%	13.6%	11.9%	13.6%	10.0%
%H		95.4%	93.1%	57.1%	14.4%	60.6%	37.2%	23.4%
35 - 44	796	782	757	450	123	526	332	194
%V	13.3%	13.4%	13.4%	15.2%	14.3%	12.8%	14.9%	10.2%
%H		98.2%	95.1%	56.5%	15.5%	66.1%	41.7%	24.4%
45 - 54	840	830	811	406	142	626	350	276
%V	14.0%	14.2%	14.4%	13.7%	16.5%	15.2%	15.8%	14.6%
%H		98.8%	96.5%	48.3%	16.9%	74.5%	41.7%	32.9%
55 - 64	687	674	654	302	95	508	245	263
%V	11.5%	11.5%	11.6%	10.2%	11.0%	12.3%	11.0%	13.9%
%H		98.1%	95.2%	44.0%	13.8%	73.9%	35.7%	38.3%
65+	983	969	890	288	85	742	222	520
%V	16.4%	16.6%	15.8%	9.7%	9.9%	18.0%	10.0%	27.4%
%H		98.6%	90.5%	29.3%	8.6%	75.5%	22.6%	52.9%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4849	4721	4543	2277	674	3397	1744	1653
%H		97.4%	93.7%	47.0%	13.9%	70.1%	36.0%	34.1%
AB	1034	1015	985	522	145	699	360	339
%V	21.3%	21.5%	21.7%	22.9%	21.5%	20.6%	20.6%	20.5%
%H		98.2%	95.3%	50.5%	14.0%	67.6%	34.8%	32.8%
C1	1310	1253	1221	636	209	916	516	400
%V	27.0%	26.5%	26.9%	27.9%	31.0%	27.0%	29.6%	24.2%
%H		95.6%	93.2%	48.5%	16.0%	69.9%	39.4%	30.5%
C2	1054	1043	1015	534	142	803	458	345
%V	21.7%	22.1%	22.3%	23.5%	21.1%	23.6%	26.3%	20.9%
%H		99.0%	96.3%	50.7%	13.5%	76.2%	43.5%	32.7%
D	878	858	821	413	115	590	286	305
%V	18.1%	18.2%	18.1%	18.1%	17.1%	17.4%	16.4%	18.5%
%H		97.7%	93.5%	47.0%	13.1%	67.2%	32.6%	34.7%
E	573	552	500	172	63	388	124	265
%V	11.8%	11.7%	11.0%	7.6%	9.3%	11.4%	7.1%	16.0%
%H		96.3%	87.3%	30.0%	11.0%	67.7%	21.6%	46.2%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4849	4721	4543	2277	674	3397	1744	1653
%H		97.4%	93.7%	47.0%	13.9%	70.1%	36.0%	34.1%
Working full time	2060	2022	1976	1135	309	1439	871	568
%V	42.5%	42.8%	43.5%	49.8%	45.8%	42.4%	49.9%	34.4%
%H		98.2%	95.9%	55.1%	15.0%	69.9%	42.3%	27.6%
Working part time	538	527	512	261	97	376	213	163
%V	11.1%	11.2%	11.3%	11.5%	14.4%	11.1%	12.2%	9.9%
%H		98.0%	95.2%	48.5%	18.0%	69.9%	39.6%	30.3%
Not working	2251	2172	2055	881	269	1581	659	922
%V	46.4%	46.0%	45.2%	38.7%	39.9%	46.5%	37.8%	55.8%
%H		96.5%	91.3%	39.1%	12.0%	70.2%	29.3%	41.0%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2407	2327	2235	1159	337	1652	882	770
%H		96.7%	92.9%	48.2%	14.0%	68.6%	36.6%	32.0%
16 - 19	169	164	162	95	28	122	80	42
%V	7.0%	7.0%	7.2%	8.2%	8.3%	7.4%	9.1%	5.5%
%H		97.0%	95.9%	56.2%	16.6%	72.2%	47.3%	24.9%
20 - 24	205	191	183	89	30	136	68	68
%V	8.5%	8.2%	8.2%	7.7%	8.9%	8.2%	7.7%	8.8%
%H		93.2%	89.3%	43.4%	14.6%	66.3%	33.2%	33.2%
25 - 34	415	386	375	229	60	246	153	93
%V	17.2%	16.6%	16.8%	19.8%	17.8%	14.9%	17.3%	12.1%
%H		93.0%	90.4%	55.2%	14.5%	59.3%	36.9%	22.4%
35 - 44	405	396	385	236	59	267	170	96
%V	16.8%	17.0%	17.2%	20.4%	17.5%	16.2%	19.3%	12.5%
%H		97.8%	95.1%	58.3%	14.6%	65.9%	42.0%	23.7%
45 - 54	421	415	403	206	71	302	170	132
%V	17.5%	17.8%	18.0%	17.8%	21.1%	18.3%	19.3%	17.1%
%H		98.6%	95.7%	48.9%	16.9%	71.7%	40.4%	31.4%
55 - 64	336	327	316	147	50	245	122	123
%V	14.0%	14.1%	14.1%	12.7%	14.8%	14.8%	13.8%	16.0%
%H		97.3%	94.0%	43.8%	14.9%	72.9%	36.3%	36.6%
65+	456	448	411	157	39	336	119	217
%V	18.9%	19.3%	18.4%	13.5%	11.6%	20.3%	13.5%	28.2%
%H		98.2%	90.1%	34.4%	8.6%	73.7%	26.1%	47.6%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2407	2327	2235	1159	337	1652	882	770
%H		96.7%	92.9%	48.2%	14.0%	68.6%	36.6%	32.0%
AB	526	514	497	263	74	348	178	170
%V	21.9%	22.1%	22.2%	22.7%	22.0%	21.1%	20.2%	22.1%
%H		97.7%	94.5%	50.0%	14.1%	66.2%	33.8%	32.3%
C1	612	578	565	305	100	425	252	173
%V	25.4%	24.8%	25.3%	26.3%	29.7%	25.7%	28.6%	22.5%
%H		94.4%	92.3%	49.8%	16.3%	69.4%	41.2%	28.3%
C2	581	573	555	295	75	435	246	188
%V	24.1%	24.6%	24.8%	25.5%	22.3%	26.3%	27.9%	24.4%
%H		98.6%	95.5%	50.8%	12.9%	74.9%	42.3%	32.4%
D	441	428	408	217	56	285	147	138
%V	18.3%	18.4%	18.3%	18.7%	16.6%	17.3%	16.7%	17.9%
%H		97.1%	92.5%	49.2%	12.7%	64.6%	33.3%	31.3%
E	247	234	210	78	31	159	58	100
%V	10.3%	10.1%	9.4%	6.7%	9.2%	9.6%	6.6%	13.0%
%H		94.7%	85.0%	31.6%	12.6%	64.4%	23.5%	40.5%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.27: Working Status (Males 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2407	2327	2235	1159	337	1652	882	770
%H		96.7%	92.9%	48.2%	14.0%	68.6%	36.6%	32.0%
Working full time	1305	1273	1245	719	194	899	546	354
%V	54.2%	54.7%	55.7%	62.0%	57.6%	54.4%	61.9%	46.0%
%H		97.5%	95.4%	55.1%	14.9%	68.9%	41.8%	27.1%
Working part time	123	117	109	54	20	74	35	39
%V	5.1%	5.0%	4.9%	4.7%	5.9%	4.5%	4.0%	5.1%
%H		95.1%	88.6%	43.9%	16.3%	60.2%	28.5%	31.7%
Not working	979	937	881	386	122	678	301	377
%V	40.7%	40.3%	39.4%	33.3%	36.2%	41.0%	34.1%	49.0%
%H		95.7%	90.0%	39.4%	12.5%	69.3%	30.7%	38.5%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2442	2393	2307	1119	338	1745	862	883
%H		98.0%	94.5%	45.8%	13.8%	71.5%	35.3%	36.2%
16 - 19	165	158	157	85	28	120	73	46
%V	6.8%	6.6%	6.8%	7.6%	8.3%	6.9%	8.5%	5.2%
%H		95.8%	95.2%	51.5%	17.0%	72.7%	44.2%	27.9%
20 - 24	192	177	173	99	26	127	73	54
%V	7.9%	7.4%	7.5%	8.8%	7.7%	7.3%	8.5%	6.1%
%H		92.2%	90.1%	51.6%	13.5%	66.1%	38.0%	28.1%
25 - 34	397	389	381	234	58	246	150	97
%V	16.3%	16.3%	16.5%	20.9%	17.2%	14.1%	17.4%	11.0%
%H		98.0%	96.0%	58.9%	14.6%	62.0%	37.8%	24.4%
35 - 44	391	386	372	215	65	259	161	98
%V	16.0%	16.1%	16.1%	19.2%	19.2%	14.8%	18.7%	11.1%
%H		98.7%	95.1%	55.0%	16.6%	66.2%	41.2%	25.1%
45 - 54	419	416	408	201	71	324	180	144
%V	17.2%	17.4%	17.7%	18.0%	21.0%	18.6%	20.9%	16.3%
%H		99.3%	97.4%	48.0%	16.9%	77.3%	43.0%	34.4%
55 - 64	351	347	338	155	45	263	123	140
%V	14.4%	14.5%	14.7%	13.9%	13.3%	15.1%	14.3%	15.9%
%H		98.9%	96.3%	44.2%	12.8%	74.9%	35.0%	39.9%
65+	527	521	478	131	46	406	103	303
%V	21.6%	21.8%	20.7%	11.7%	13.6%	23.3%	11.9%	34.3%
%H		98.9%	90.7%	24.9%	8.7%	77.0%	19.5%	57.5%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Yorkshire and Lincolnshire
Individual level data
Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2442	2393	2307	1119	338	1745	862	883
%H		98.0%	94.5%	45.8%	13.8%	71.5%	35.3%	36.2%
AB	508	501	488	259	71	350	182	169
%V	20.8%	20.9%	21.2%	23.1%	21.0%	20.1%	21.1%	19.1%
%H		98.6%	96.1%	51.0%	14.0%	68.9%	35.8%	33.3%
C1	698	675	656	331	109	491	264	227
%V	28.6%	28.2%	28.4%	29.6%	32.2%	28.1%	30.6%	25.7%
%H		96.7%	94.0%	47.4%	15.6%	70.3%	37.8%	32.5%
C2	473	469	460	239	67	369	212	157
%V	19.4%	19.6%	19.9%	21.4%	19.8%	21.1%	24.6%	17.8%
%H		99.2%	97.3%	50.5%	14.2%	78.0%	44.8%	33.2%
D	437	430	413	196	59	305	139	166
%V	17.9%	18.0%	17.9%	17.5%	17.5%	17.5%	16.1%	18.8%
%H		98.4%	94.5%	44.9%	13.5%	69.8%	31.8%	38.0%
E	326	318	290	94	32	230	66	164
%V	13.3%	13.3%	12.6%	8.4%	9.5%	13.2%	7.7%	18.6%
%H		97.5%	89.0%	28.8%	9.8%	70.6%	20.2%	50.3%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2442	2393	2307	1119	338	1745	862	883
%H		98.0%	94.5%	45.8%	13.8%	71.5%	35.3%	36.2%
Working full time	754	748	731	416	115	540	326	214
%V	30.9%	31.3%	31.7%	37.2%	34.0%	30.9%	37.8%	24.2%
%H		99.2%	96.9%	55.2%	15.3%	71.6%	43.2%	28.4%
Working part time	415	410	402	207	76	302	178	124
%V	17.0%	17.1%	17.4%	18.5%	22.5%	17.3%	20.6%	14.0%
%H		98.8%	96.9%	49.9%	18.3%	72.8%	42.9%	29.9%
Not working	1272	1235	1174	495	147	903	358	544
%V	52.1%	51.6%	50.9%	44.2%	43.5%	51.7%	41.5%	61.6%
%H		97.1%	92.3%	38.9%	11.6%	71.0%	28.1%	42.8%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North East & Cumbria

Household level data

Table 9.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1502	1470	1398	574	193	1087	443	644
%H (All HH)		97.9%	93.1%	38.2%	12.8%	72.4%	29.5%	42.9%
%H (TV HH)			95.1%	39.0%	13.1%	73.9%	30.1%	43.8%
AB	318	312	301	133	42	242	112	131
%V	21.2%	21.2%	21.5%	23.2%	21.8%	22.3%	25.3%	20.3%
%H (All HH)		98.1%	94.7%	41.8%	13.2%	76.1%	35.2%	41.2%
%H (TV HH)			96.5%	42.6%	13.5%	77.6%	35.9%	42.0%
C1	371	365	349	159	60	272	137	135
%V	24.7%	24.8%	25.0%	27.7%	31.1%	25.0%	30.9%	21.0%
%H (All HH)		98.4%	94.1%	42.9%	16.2%	73.3%	36.9%	36.4%
%H (TV HH)			95.6%	43.6%	16.4%	74.5%	37.5%	37.0%
C2	292	287	279	130	37	201	87	114
%V	19.4%	19.5%	20.0%	22.6%	19.2%	18.5%	19.6%	17.7%
%H (All HH)		98.3%	95.5%	44.5%	12.7%	68.8%	29.8%	39.0%
%H (TV HH)			97.2%	45.3%	12.9%	70.0%	30.3%	39.7%
D	251	250	240	100	24	188	71	116
%V	16.7%	17.0%	17.2%	17.4%	12.4%	17.3%	16.0%	18.0%
%H (All HH)		99.6%	95.6%	39.8%	9.6%	74.9%	28.3%	46.2%
%H (TV HH)			96.0%	40.0%	9.6%	75.2%	28.4%	46.4%
E	270	257	229	53	29	184	37	148
%V	18.0%	17.5%	16.4%	9.2%	15.0%	16.9%	8.4%	23.0%
%H (All HH)		95.2%	84.8%	19.6%	10.7%	68.1%	13.7%	54.8%
%H (TV HH)			89.1%	20.6%	11.3%	71.6%	14.4%	57.6%

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North East & Cumbria

Household level data

Table 9.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1502	1470	1398	574	193	1087	443	644
%H (All HH)		97.9%	93.1%	38.2%	12.8%	72.4%	29.5%	42.9%
%H (TV HH)			95.1%	39.0%	13.1%	73.9%	30.1%	43.8%
Under 25	67	61	57	23	8	43	18	26
%V	4.5%	4.1%	4.1%	4.0%	4.1%	4.0%	4.1%	4.0%
%H (All HH)		91.0%	85.1%	34.3%	11.9%	64.2%	26.9%	38.8%
%H (TV HH)			93.4%	37.7%	13.1%	70.5%	29.5%	42.6%
25 - 34	213	206	202	102	40	141	79	62
%V	14.2%	14.0%	14.4%	17.8%	20.7%	13.0%	17.8%	9.6%
%H (All HH)		96.7%	94.8%	47.9%	18.8%	66.2%	37.1%	29.1%
%H (TV HH)			98.1%	49.5%	19.4%	68.4%	38.3%	30.1%
35 - 44	258	255	249	133	32	187	101	87
%V	17.2%	17.3%	17.8%	23.2%	16.6%	17.2%	22.8%	13.5%
%H (All HH)		98.8%	96.5%	51.6%	12.4%	72.5%	39.1%	33.7%
%H (TV HH)			97.6%	52.2%	12.5%	73.3%	39.6%	34.1%
45 - 54	283	276	269	126	42	207	102	104
%V	18.8%	18.8%	19.2%	22.0%	21.8%	19.0%	23.0%	16.1%
%H (All HH)		97.5%	95.1%	44.5%	14.8%	73.1%	36.0%	36.7%
%H (TV HH)			97.5%	45.7%	15.2%	75.0%	37.0%	37.7%
55 - 64	272	269	263	102	34	207	76	131
%V	18.1%	18.3%	18.8%	17.8%	17.6%	19.0%	17.2%	20.3%
%H (All HH)		98.9%	96.7%	37.5%	12.5%	76.1%	27.9%	48.2%
%H (TV HH)			97.8%	37.9%	12.6%	77.0%	28.3%	48.7%
65 +	410	403	359	87	37	302	67	234
%V	27.3%	27.4%	25.7%	15.2%	19.2%	27.8%	15.1%	36.3%
%H (All HH)		98.3%	87.6%	21.2%	9.0%	73.7%	16.3%	57.1%
%H (TV HH)			89.1%	21.6%	9.2%	74.9%	16.6%	58.1%

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North East & Cumbria

Household level data

Table 9.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1502	1470	1398	574	193	1087	443	644
%H (All HH)		97.9%	93.1%	38.2%	12.8%	72.4%	29.5%	42.9%
%H (TV HH)			95.1%	39.0%	13.1%	73.9%	30.1%	43.8%
1	523	502	451	114	52	365	77	288
%V	34.8%	34.1%	32.3%	19.9%	26.9%	33.6%	17.4%	44.7%
%H (All HH)		96.0%	86.2%	21.8%	9.9%	69.8%	14.7%	55.1%
%H (TV HH)			89.8%	22.7%	10.4%	72.7%	15.3%	57.4%
2	493	486	476	194	64	371	152	219
%V	32.8%	33.1%	34.0%	33.8%	33.2%	34.1%	34.3%	34.0%
%H (All HH)		98.6%	96.6%	39.4%	13.0%	75.3%	30.8%	44.4%
%H (TV HH)			97.9%	39.9%	13.2%	76.3%	31.3%	45.1%
3	236	236	229	123	41	165	94	71
%V	15.7%	16.1%	16.4%	21.4%	21.2%	15.2%	21.2%	11.0%
%H (All HH)		100.0%	97.0%	52.1%	17.4%	69.9%	39.8%	30.1%
%H (TV HH)			97.0%	52.1%	17.4%	69.9%	39.8%	30.1%
4	180	177	175	104	27	136	91	44
%V	12.0%	12.0%	12.5%	18.1%	14.0%	12.5%	20.5%	6.8%
%H (All HH)		98.3%	97.2%	57.8%	15.0%	75.6%	50.6%	24.4%
%H (TV HH)			98.9%	58.8%	15.3%	76.8%	51.4%	24.9%
5+	71	69	68	40	9	50	28	22
%V	4.7%	4.7%	4.9%	7.0%	4.7%	4.6%	6.3%	3.4%
%H (All HH)		97.2%	95.8%	56.3%	12.7%	70.4%	39.4%	31.0%
%H (TV HH)			98.6%	58.0%	13.0%	72.5%	40.6%	31.9%
Average HH size	2.21	2.22	2.26	2.62	2.39	2.22	2.67	1.91

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North East & Cumbria

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1502	1470	1398	574	193	1087	443	644
%H (All HH)		97.9%	93.1%	38.2%	12.8%	72.4%	29.5%	42.9%
%H (TV HH)			95.1%	39.0%	13.1%	73.9%	30.1%	43.8%
Without	1151	1120	1056	387	143	842	306	535
%V	76.6%	76.2%	75.5%	67.4%	74.1%	77.5%	69.1%	83.1%
%H (All HH)		97.3%	91.7%	33.6%	12.4%	73.2%	26.6%	46.5%
%H (TV HH)			94.3%	34.6%	12.8%	75.2%	27.3%	47.8%
With	352	350	342	187	51	246	137	109
%V	23.4%	23.8%	24.5%	32.6%	26.4%	22.6%	30.9%	16.9%
%H (All HH)		99.4%	97.2%	53.1%	14.5%	69.9%	38.9%	31.0%
%H (TV HH)			97.7%	53.4%	14.6%	70.3%	39.1%	31.1%
0 - 3	127	126	123	61	20	90	46	44
%V	8.5%	8.6%	8.8%	10.6%	10.4%	8.3%	10.4%	6.8%
%H (All HH)		99.2%	96.9%	48.0%	15.7%	70.9%	36.2%	34.6%
%H (TV HH)			97.6%	48.4%	15.9%	71.4%	36.5%	34.9%
4 - 9	171	170	166	94	26	118	69	49
%V	11.4%	11.6%	11.9%	16.4%	13.5%	10.9%	15.6%	7.6%
%H (All HH)		99.4%	97.1%	55.0%	15.2%	69.0%	40.4%	28.7%
%H (TV HH)			97.6%	55.3%	15.3%	69.4%	40.6%	28.8%
10 - 15	176	176	174	103	24	128	78	49
%V	11.7%	12.0%	12.4%	17.9%	12.4%	11.8%	17.6%	7.6%
%H (All HH)		100.0%	98.9%	58.5%	13.6%	72.7%	44.3%	27.8%
%H (TV HH)			98.9%	58.5%	13.6%	72.7%	44.3%	27.8%

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North East & Cumbria

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1502	1470	1398	574	193	1087	443	644
%H (All HH)		97.9%	93.1%	38.2%	12.8%	72.4%	29.5%	42.9%
%H (TV HH)			95.1%	39.0%	13.1%	73.9%	30.1%	43.8%
1	527	527	485	160	50	338	63	274
%V	35.1%	35.9%	34.7%	27.9%	25.9%	31.1%	14.2%	42.5%
%H (All HH)		100.0%	92.0%	30.4%	9.5%	64.1%	12.0%	52.0%
%H (TV HH)			92.0%	30.4%	9.5%	64.1%	12.0%	52.0%
2	519	519	493	181	75	394	151	242
%V	34.6%	35.3%	35.3%	31.5%	38.9%	36.2%	34.1%	37.6%
%H (All HH)		100.0%	95.0%	34.9%	14.5%	75.9%	29.1%	46.6%
%H (TV HH)			95.0%	34.9%	14.5%	75.9%	29.1%	46.6%
3	241	241	238	120	39	196	112	84
%V	16.0%	16.4%	17.0%	20.9%	20.2%	18.0%	25.3%	13.0%
%H (All HH)		100.0%	98.8%	49.8%	16.2%	81.3%	46.5%	34.9%
%H (TV HH)			98.8%	49.8%	16.2%	81.3%	46.5%	34.9%
4	114	114	114	64	19	98	67	32
%V	7.6%	7.8%	8.2%	11.1%	9.8%	9.0%	15.1%	5.0%
%H (All HH)		100.0%	100.0%	56.1%	16.7%	86.0%	58.8%	28.1%
%H (TV HH)			100.0%	56.1%	16.7%	86.0%	58.8%	28.1%
5+	69	69	69	49	11	62	50	12
%V	4.6%	4.7%	4.9%	8.5%	5.7%	5.7%	11.3%	1.9%
%H (All HH)		100.0%	100.0%	71.0%	15.9%	89.9%	72.5%	17.4%
%H (TV HH)			100.0%	71.0%	15.9%	89.9%	72.5%	17.4%

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North East & Cumbria

Household level data

Table 9.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1502	1470	1398	574	193	1087	443	644
%H (All HH)		97.9%	93.1%	38.2%	12.8%	72.4%	29.5%	42.9%
%H (TV HH)			95.1%	39.0%	13.1%	73.9%	30.1%	43.8%
Under 20"	580	580	549	235	77	453	211	242
%V	38.6%	39.5%	39.3%	40.9%	39.9%	41.7%	47.6%	37.6%
%H (All HH)		100.0%	94.7%	40.5%	13.3%	78.1%	36.4%	41.7%
%H (TV HH)			94.7%	40.5%	13.3%	78.1%	36.4%	41.7%
20" - 29"	698	698	650	252	88	525	206	319
%V	46.5%	47.5%	46.5%	43.9%	45.6%	48.3%	46.5%	49.5%
%H (All HH)		100.0%	93.1%	36.1%	12.6%	75.2%	29.5%	45.7%
%H (TV HH)			93.1%	36.1%	12.6%	75.2%	29.5%	45.7%
30" - 39"	732	732	716	324	102	567	268	299
%V	48.7%	49.8%	51.2%	56.4%	52.8%	52.2%	60.5%	46.4%
%H (All HH)		100.0%	97.8%	44.3%	13.9%	77.5%	36.6%	40.8%
%H (TV HH)			97.8%	44.3%	13.9%	77.5%	36.6%	40.8%
40" and over	481	481	480	261	85	367	226	141
%V	32.0%	32.7%	34.3%	45.5%	44.0%	33.8%	51.0%	21.9%
%H (All HH)		100.0%	99.8%	54.3%	17.7%	76.3%	47.0%	29.3%
%H (TV HH)			99.8%	54.3%	17.7%	76.3%	47.0%	29.3%

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North East & Cumbria

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1502	1470	1398	574	193	1087	443	644
%H (All HH)		97.9%	93.1%	38.2%	12.8%	72.4%	29.5%	42.9%
%H (TV HH)			95.1%	39.0%	13.1%	73.9%	30.1%	43.8%
Main living room	1460	1460	1390	573	191	1080	441	639
%V	97.2%	99.3%	99.4%	99.8%	99.0%	99.4%	99.5%	99.2%
%H (All HH)		100.0%	95.2%	39.2%	13.1%	74.0%	30.2%	43.8%
%H (TV HH)			95.2%	39.2%	13.1%	74.0%	30.2%	43.8%
Kitchen	207	207	200	95	28	173	92	80
%V	13.8%	14.1%	14.3%	16.6%	14.5%	15.9%	20.8%	12.4%
%H (All HH)		100.0%	96.6%	45.9%	13.5%	83.6%	44.4%	38.6%
%H (TV HH)			96.6%	45.9%	13.5%	83.6%	44.4%	38.6%
Adult's bedroom	722	722	704	333	113	579	311	267
%V	48.1%	49.1%	50.4%	58.0%	58.5%	53.3%	70.2%	41.5%
%H (All HH)		100.0%	97.5%	46.1%	15.7%	80.2%	43.1%	37.0%
%H (TV HH)			97.5%	46.1%	15.7%	80.2%	43.1%	37.0%
Child's bedroom	152	152	152	92	24	122	83	39
%V	10.1%	10.3%	10.9%	16.0%	12.4%	11.2%	18.7%	6.1%
%H (All HH)		100.0%	100.0%	60.5%	15.8%	80.3%	54.6%	25.7%
%H (TV HH)			100.0%	60.5%	15.8%	80.3%	54.6%	25.7%
Other bedroom	100	100	99	51	17	86	54	32
%V	6.7%	6.8%	7.1%	8.9%	8.8%	7.9%	12.2%	5.0%
%H (All HH)		100.0%	99.0%	51.0%	17.0%	86.0%	54.0%	32.0%
%H (TV HH)			99.0%	51.0%	17.0%	86.0%	54.0%	32.0%
Second living/dining room	159	159	153	80	27	127	77	50
%V	10.6%	10.8%	10.9%	13.9%	14.0%	11.7%	17.4%	7.8%
%H (All HH)		100.0%	96.2%	50.3%	17.0%	79.9%	48.4%	31.4%
%H (TV HH)			96.2%	50.3%	17.0%	79.9%	48.4%	31.4%
Study/office	31	31	30	14	6	26	15	12
%V	2.1%	2.1%	2.1%	2.4%	3.1%	2.4%	3.4%	1.9%
%H (All HH)		100.0%	96.8%	45.2%	19.4%	83.9%	48.4%	38.7%
%H (TV HH)			96.8%	45.2%	19.4%	83.9%	48.4%	38.7%
TV room	8	8	8	3	0	8	3	4
%V	0.5%	0.5%	0.6%	0.5%	0.0%	0.7%	0.7%	0.6%
%H (All HH)		100.0%	100.0%	37.5%	0.0%	100.0%	37.5%	50.0%
%H (TV HH)			100.0%	37.5%	0.0%	100.0%	37.5%	50.0%
No specific location	3	3	3	1	0	3	1	2
%V	0.2%	0.2%	0.2%	0.2%	0.0%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	100.0%	33.3%	0.0%	100.0%	33.3%	66.7%
%H (TV HH)			100.0%	33.3%	0.0%	100.0%	33.3%	66.7%
Other	28	28	28	15	4	24	15	9
%V	1.9%	1.9%	2.0%	2.6%	2.1%	2.2%	3.4%	1.4%
%H (All HH)		100.0%	100.0%	53.6%	14.3%	85.7%	53.6%	32.1%
%H (TV HH)			100.0%	53.6%	14.3%	85.7%	53.6%	32.1%

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North East & Cumbria

Household level data

Table 9.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1502	1470	1398	574	193	1087	443	644
%H (All HH)		97.9%	93.1%	38.2%	12.8%	72.4%	29.5%	42.9%
%H (TV HH)			95.1%	39.0%	13.1%	73.9%	30.1%	43.8%
PVR	691	691	691	439	105	498	341	157
%V	46.0%	47.0%	49.4%	76.5%	54.4%	45.8%	77.0%	24.4%
%H (All HH)		100.0%	100.0%	63.5%	15.2%	72.1%	49.3%	22.7%
%H (TV HH)			100.0%	63.5%	15.2%	72.1%	49.3%	22.7%
DVDR	232	232	227	101	32	180	84	96
%V	15.4%	15.8%	16.2%	17.6%	16.6%	16.6%	19.0%	14.9%
%H (All HH)		100.0%	97.8%	43.5%	13.8%	77.6%	36.2%	41.4%
%H (TV HH)			97.8%	43.5%	13.8%	77.6%	36.2%	41.4%
VCR	273	273	256	84	31	210	65	144
%V	18.2%	18.6%	18.3%	14.6%	16.1%	19.3%	14.7%	22.4%
%H (All HH)		100.0%	93.8%	30.8%	11.4%	76.9%	23.8%	52.7%
%H (TV HH)			93.8%	30.8%	11.4%	76.9%	23.8%	52.7%
Any recorder	952	952	931	489	132	699	378	321
%V	63.4%	64.8%	66.6%	85.2%	68.4%	64.3%	85.3%	49.8%
%H (All HH)		100.0%	97.8%	51.4%	13.9%	73.4%	39.7%	33.7%
%H (TV HH)			97.8%	51.4%	13.9%	73.4%	39.7%	33.7%

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North East & Cumbria

Household level data

Table 9.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1502	1470	1398	574	193	1087	443	644
%H (All HH)		97.9%	93.1%	38.2%	12.8%	72.4%	29.5%	42.9%
%H (TV HH)			95.1%	39.0%	13.1%	73.9%	30.1%	43.8%
Receives HDTV (via STB or built-in reception)	496	496	496	281	111	365	254	110
%V	33.0%	33.7%	35.5%	49.0%	57.5%	33.6%	57.3%	17.1%
%H (All HH)		100.0%	100.0%	56.7%	22.4%	73.6%	51.2%	22.2%
%H (TV HH)			100.0%	56.7%	22.4%	73.6%	51.2%	22.2%
DVD/Blu-ray player or recorder	1185	1185	1154	498	168	892	393	500
%V	78.9%	80.6%	82.5%	86.8%	87.0%	82.1%	88.7%	77.6%
%H (All HH)		100.0%	97.4%	42.0%	14.2%	75.3%	33.2%	42.2%
%H (TV HH)			97.4%	42.0%	14.2%	75.3%	33.2%	42.2%

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC North East & Cumbria
Household level data
Table 9.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1502	1470	1398	574	193	1087	443	644
%H (All HH)		97.9%	93.1%	38.2%	12.8%	72.4%	29.5%	42.9%
%H (TV HH)			95.1%	39.0%	13.1%	73.9%	30.1%	43.8%
Has PC or Laptop	1032	1011	994	478	162	758	392	365
%V	68.7%	68.8%	71.1%	83.3%	83.9%	69.7%	88.5%	56.7%
%H (All HH)		98.0%	96.3%	46.3%	15.7%	73.4%	38.0%	35.4%
%H (TV HH)			98.3%	47.3%	16.0%	75.0%	38.8%	36.1%
Has broadband internet	924	907	896	446	157	675	371	303
%V	61.5%	61.7%	64.1%	77.7%	81.3%	62.1%	83.7%	47.0%
%H (All HH)		98.2%	97.0%	48.3%	17.0%	73.1%	40.2%	32.8%
%H (TV HH)			98.8%	49.2%	17.3%	74.4%	40.9%	33.4%

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC North East & Cumbria
Set level data
Table 9.11: Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3119	3013	1403	453	2440	1239	1200
%H		96.6%	45.0%	14.5%	78.2%	39.7%	38.5%
Under 20"	794	758	357	107	636	333	303
%V	25.5%	25.2%	25.4%	23.6%	26.1%	26.9%	25.3%
%H		95.5%	45.0%	13.5%	80.1%	41.9%	38.2%
20" - 29"	895	843	339	116	690	287	403
%V	28.7%	28.0%	24.2%	25.6%	28.3%	23.2%	33.6%
%H		94.2%	37.9%	13.0%	77.1%	32.1%	45.0%
30" - 39"	857	841	393	126	671	336	334
%V	27.5%	27.9%	28.0%	27.8%	27.5%	27.1%	27.8%
%H		98.1%	45.9%	14.7%	78.3%	39.2%	39.0%
40" and over	544	543	304	98	422	273	149
%V	17.4%	18.0%	21.7%	21.6%	17.3%	22.0%	12.4%
%H		99.8%	55.9%	18.0%	77.6%	50.2%	27.4%
Don't know	29	28	11	5	22	10	12
%V	0.9%	0.9%	0.8%	1.1%	0.9%	0.8%	1.0%
%H		96.6%	37.9%	17.2%	75.9%	34.5%	41.4%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North East & Cumbria

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3119	3013	1403	453	2440	1239	1200
%H		96.6%	45.0%	14.5%	78.2%	39.7%	38.5%
Main living room	1474	1403	577	194	1088	443	645
%V	47.3%	46.6%	41.1%	42.8%	44.6%	35.8%	53.8%
%H		95.2%	39.1%	13.2%	73.8%	30.1%	43.8%
Kitchen	209	202	95	29	174	93	80
%V	6.7%	6.7%	6.8%	6.4%	7.1%	7.5%	6.7%
%H		96.7%	45.5%	13.9%	83.3%	44.5%	38.3%
Adult's bedroom	882	862	426	143	720	410	311
%V	28.3%	28.6%	30.4%	31.6%	29.5%	33.1%	25.9%
%H		97.7%	48.3%	16.2%	81.6%	46.5%	35.3%
Child's bedroom	204	204	127	30	163	112	51
%V	6.5%	6.8%	9.1%	6.6%	6.7%	9.0%	4.3%
%H		100.0%	62.3%	14.7%	79.9%	54.9%	25.0%
Other bedroom	116	116	63	18	102	66	36
%V	3.7%	3.8%	4.5%	4.0%	4.2%	5.3%	3.0%
%H		100.0%	54.3%	15.5%	87.9%	56.9%	31.0%
Second living/dining room	163	157	82	28	130	80	50
%V	5.2%	5.2%	5.8%	6.2%	5.3%	6.5%	4.2%
%H		96.3%	50.3%	17.2%	79.8%	49.1%	30.7%
Study/office	31	31	14	6	27	15	13
%V	1.0%	1.0%	1.0%	1.3%	1.1%	1.2%	1.1%
%H		100.0%	45.2%	19.4%	87.1%	48.4%	41.9%
TV room	8	8	3	0	8	3	4
%V	0.3%	0.3%	0.2%	0.0%	0.3%	0.2%	0.3%
%H		100.0%	37.5%	0.0%	100.0%	37.5%	50.0%
No specific location	3	3	1	0	3	1	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%
%H		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%
Other	29	28	15	4	25	16	9
%V	0.9%	0.9%	1.1%	0.9%	1.0%	1.3%	0.8%
%H		96.6%	51.7%	13.8%	86.2%	55.2%	31.0%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North East & Cumbria

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3119	3013	1403	453	2440	1239	1200
%H		96.6%	45.0%	14.5%	78.2%	39.7%	38.5%
PVR	853	853	574	120	598	426	173
%V	27.3%	28.3%	40.9%	26.5%	24.5%	34.4%	14.4%
%H		100.0%	67.3%	14.1%	70.1%	49.9%	20.3%
DVDR	275	270	125	39	218	107	111
%V	8.8%	9.0%	8.9%	8.6%	8.9%	8.6%	9.3%
%H		98.2%	45.5%	14.2%	79.3%	38.9%	40.4%
VCR	307	290	101	35	237	78	159
%V	9.8%	9.6%	7.2%	7.7%	9.7%	6.3%	13.3%
%H		94.5%	32.9%	11.4%	77.2%	25.4%	51.8%
Any recorder	1232	1209	684	165	897	518	379
%V	39.5%	40.1%	48.8%	36.4%	36.8%	41.8%	31.6%
%H		98.1%	55.5%	13.4%	72.8%	42.0%	30.8%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	3119	3013	1403	453	2440	1239	1200
%H		96.6%	45.0%	14.5%	78.2%	39.7%	38.5%
Receives HDTV (via STB or built-in reception)	636	636	374	137	465	333	133
%V	20.4%	21.1%	26.7%	30.2%	19.1%	26.9%	11.1%
%H		100.0%	58.8%	21.5%	73.1%	52.4%	20.9%
DVD/Blu-ray player or recorder	1838	1802	854	274	1443	743	701
%V	58.9%	59.8%	60.9%	60.5%	59.1%	60.0%	58.4%
%H		98.0%	46.5%	14.9%	78.5%	40.4%	38.1%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North East & Cumbria

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1469	1397	574	192	1087	443	644
%H		95.1%	39.1%	13.1%	74.0%	30.2%	43.8%
Under 20"	49	38	5	1	34	2	32
%V	3.3%	2.7%	0.9%	0.5%	3.1%	0.5%	5.0%
%H		77.6%	10.2%	2.0%	69.4%	4.1%	65.3%
20" - 29"	392	349	97	35	274	54	220
%V	26.7%	25.0%	16.9%	18.2%	25.2%	12.2%	34.2%
%H		89.0%	24.7%	8.9%	69.9%	13.8%	56.1%
30" - 39"	559	544	221	70	426	169	257
%V	38.1%	38.9%	38.5%	36.5%	39.2%	38.1%	39.9%
%H		97.3%	39.5%	12.5%	76.2%	30.2%	46.0%
40" and over	462	461	250	83	351	217	134
%V	31.4%	33.0%	43.6%	43.2%	32.3%	49.0%	20.8%
%H		99.8%	54.1%	18.0%	76.0%	47.0%	29.0%
Don't know	7	6	1	3	4	2	2
%V	0.5%	0.4%	0.2%	1.6%	0.4%	0.5%	0.3%
%H		85.7%	14.3%	42.9%	57.1%	28.6%	28.6%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC North East & Cumbria
Set level data
Table 9.16: Main Set Recorders
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1469	1397	574	192	1087	443	644
%H		95.1%	39.1%	13.1%	74.0%	30.2%	43.8%
PVR	669	669	433	99	478	332	146
%V	45.5%	47.9%	75.4%	51.6%	44.0%	74.9%	22.7%
%H		100.0%	64.7%	14.8%	71.4%	49.6%	21.8%
DVDR	197	192	82	26	152	66	86
%V	13.4%	13.7%	14.3%	13.5%	14.0%	14.9%	13.4%
%H		97.5%	41.6%	13.2%	77.2%	33.5%	43.7%
VCR	219	204	56	23	172	45	127
%V	14.9%	14.6%	9.8%	12.0%	15.8%	10.2%	19.7%
%H		93.2%	25.6%	10.5%	78.5%	20.5%	58.0%
Any recorder	913	893	477	123	668	365	303
%V	62.2%	63.9%	83.1%	64.1%	61.5%	82.4%	47.0%
%H		97.8%	52.2%	13.5%	73.2%	40.0%	33.2%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 9.17: Main Set - Other TV equipment
Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1469	1397	574	192	1087	443	644
%H		95.1%	39.1%	13.1%	74.0%	30.2%	43.8%
Receives HDTV (via STB or built-in reception)	474	474	272	104	346	241	104
%V	32.3%	33.9%	47.4%	54.2%	31.8%	54.4%	16.1%
%H		100.0%	57.4%	21.9%	73.0%	50.8%	21.9%
DVD/Blu-ray player or recorder	1107	1077	458	157	828	356	472
%V	75.4%	77.1%	79.8%	81.8%	76.2%	80.4%	73.3%
%H		97.3%	41.4%	14.2%	74.8%	32.2%	42.6%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC North East & Cumbria
Set level data
Table 9.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1650	1616	829	260	1352	796	556
%H		97.9%	50.2%	15.8%	81.9%	48.2%	33.7%
Under 20"	745	720	352	106	602	332	271
%V	45.2%	44.6%	42.5%	40.8%	44.5%	41.7%	48.7%
%H		96.6%	47.2%	14.2%	80.8%	44.6%	36.4%
20" - 29"	503	494	242	81	416	233	183
%V	30.5%	30.6%	29.2%	31.2%	30.8%	29.3%	32.9%
%H		98.2%	48.1%	16.1%	82.7%	46.3%	36.4%
30" - 39"	298	298	172	56	245	167	78
%V	18.1%	18.4%	20.7%	21.5%	18.1%	21.0%	14.0%
%H		100.0%	57.7%	18.8%	82.2%	56.0%	26.2%
40" and over	83	83	54	15	71	56	15
%V	5.0%	5.1%	6.5%	5.8%	5.3%	7.0%	2.7%
%H		100.0%	65.1%	18.1%	85.5%	67.5%	18.1%
Don't know	22	22	9	3	18	8	10
%V	1.3%	1.4%	1.1%	1.2%	1.3%	1.0%	1.8%
%H		100.0%	40.9%	13.6%	81.8%	36.4%	45.5%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North East & Cumbria

Set level data

Table 9.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1650	1616	829	260	1352	796	556
%H		97.9%	50.2%	15.8%	81.9%	48.2%	33.7%
PVR	184	184	141	21	120	94	26
%V	11.2%	11.4%	17.0%	8.1%	8.9%	11.8%	4.7%
%H		100.0%	76.6%	11.4%	65.2%	51.1%	14.1%
DVDR	78	78	43	13	66	41	25
%V	4.7%	4.8%	5.2%	5.0%	4.9%	5.2%	4.5%
%H		100.0%	55.1%	16.7%	84.6%	52.6%	32.1%
VCR	88	86	45	12	65	33	31
%V	5.3%	5.3%	5.4%	4.6%	4.8%	4.1%	5.6%
%H		97.7%	51.1%	13.6%	73.9%	37.5%	35.2%
Any recorder	319	316	207	42	228	153	76
%V	19.3%	19.6%	25.0%	16.2%	16.9%	19.2%	13.7%
%H		99.1%	64.9%	13.2%	71.5%	48.0%	23.8%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1650	1616	829	260	1352	796	556
%H		97.9%	50.2%	15.8%	81.9%	48.2%	33.7%
Receives HDTV (via STB or built-in reception)	162	162	102	33	120	91	28
%V	9.8%	10.0%	12.3%	12.7%	8.9%	11.4%	5.0%
%H		100.0%	63.0%	20.4%	74.1%	56.2%	17.3%
DVD/Blu-ray player or recorder	731	726	395	117	615	387	228
%V	44.3%	44.9%	47.6%	45.0%	45.5%	48.6%	41.0%
%H		99.3%	54.0%	16.0%	84.1%	52.9%	31.2%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3321	3263	3154	1501	461	2417	1185	1232
%H		98.3%	95.0%	45.2%	13.9%	72.8%	35.7%	37.1%
Total Children	594	591	579	328	82	411	233	178
%V	17.9%	18.1%	18.4%	21.9%	17.8%	17.0%	19.7%	14.4%
%H		99.5%	97.5%	55.2%	13.8%	69.2%	39.2%	30.0%
0 - 3	153	151	149	74	22	108	54	54
%V	4.6%	4.6%	4.7%	4.9%	4.8%	4.5%	4.6%	4.4%
%H		98.7%	97.4%	48.4%	14.4%	70.6%	35.3%	35.3%
4 - 15	440	439	430	254	60	303	179	124
%V	13.2%	13.5%	13.6%	16.9%	13.0%	12.5%	15.1%	10.1%
%H		99.8%	97.7%	57.7%	13.6%	68.9%	40.7%	28.2%
4 - 9	216	214	209	118	29	144	80	64
%V	6.5%	6.6%	6.6%	7.9%	6.3%	6.0%	6.8%	5.2%
%H		99.1%	96.8%	54.6%	13.4%	66.7%	37.0%	29.6%
10 - 15	225	225	221	135	31	159	99	60
%V	6.8%	6.9%	7.0%	9.0%	6.7%	6.6%	8.4%	4.9%
%H		100.0%	98.2%	60.0%	13.8%	70.7%	44.0%	26.7%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North East & Cumbria

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3321	3263	3154	1501	461	2417	1185	1232
%H		98.3%	95.0%	45.2%	13.9%	72.8%	35.7%	37.1%
Total Adults (16+)	2728	2673	2574	1173	379	2006	952	1054
%V	82.1%	81.9%	81.6%	78.1%	82.2%	83.0%	80.3%	85.6%
%H		98.0%	94.4%	43.0%	13.9%	73.5%	34.9%	38.6%
16 - 19	183	169	166	92	22	138	86	52
%V	5.5%	5.2%	5.3%	6.1%	4.8%	5.7%	7.3%	4.2%
%H		92.3%	90.7%	50.3%	12.0%	75.4%	47.0%	28.4%
20 - 24	197	188	180	86	39	140	80	60
%V	5.9%	5.8%	5.7%	5.7%	8.5%	5.8%	6.8%	4.9%
%H		95.4%	91.4%	43.7%	19.8%	71.1%	40.6%	30.5%
25 - 34	411	402	394	219	70	281	168	113
%V	12.4%	12.3%	12.5%	14.6%	15.2%	11.6%	14.2%	9.2%
%H		97.8%	95.9%	53.3%	17.0%	68.4%	40.9%	27.5%
35 - 44	437	434	425	237	58	315	180	136
%V	13.2%	13.3%	13.5%	15.8%	12.6%	13.0%	15.2%	11.0%
%H		99.3%	97.3%	54.2%	13.3%	72.1%	41.2%	31.1%
45 - 54	477	469	458	221	74	354	186	168
%V	14.4%	14.4%	14.5%	14.7%	16.1%	14.6%	15.7%	13.6%
%H		98.3%	96.0%	46.3%	15.5%	74.2%	39.0%	35.2%
55 - 64	433	429	420	174	61	329	136	192
%V	13.0%	13.1%	13.3%	11.6%	13.2%	13.6%	11.5%	15.6%
%H		99.1%	97.0%	40.2%	14.1%	76.0%	31.4%	44.3%
65+	589	581	531	144	55	450	117	333
%V	17.7%	17.8%	16.8%	9.6%	11.9%	18.6%	9.9%	27.0%
%H		98.6%	90.2%	24.4%	9.3%	76.4%	19.9%	56.5%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC North East & Cumbria
Individual level data
Table 9.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		2728	2673	2574	1173	379	2006	952	1054
	%H		98.0%	94.4%	43.0%	13.9%	73.5%	34.9%	38.6%
AB		626	616	598	287	86	484	249	235
	%V	22.9%	23.0%	23.2%	24.5%	22.7%	24.1%	26.2%	22.3%
	%H		98.4%	95.5%	45.8%	13.7%	77.3%	39.8%	37.5%
C1		705	682	661	324	129	514	295	219
	%V	25.8%	25.5%	25.7%	27.6%	34.0%	25.6%	31.0%	20.8%
	%H		96.7%	93.8%	46.0%	18.3%	72.9%	41.8%	31.1%
C2		578	572	559	282	79	406	203	203
	%V	21.2%	21.4%	21.7%	24.0%	20.8%	20.2%	21.3%	19.3%
	%H		99.0%	96.7%	48.8%	13.7%	70.2%	35.1%	35.1%
D		453	450	437	195	46	344	143	201
	%V	16.6%	16.8%	17.0%	16.6%	12.1%	17.1%	15.0%	19.1%
	%H		99.3%	96.5%	43.0%	10.2%	75.9%	31.6%	44.4%
E		366	353	320	85	40	258	62	196
	%V	13.4%	13.2%	12.4%	7.2%	10.6%	12.9%	6.5%	18.6%
	%H		96.4%	87.4%	23.2%	10.9%	70.5%	16.9%	53.6%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North East & Cumbria

Individual level data

Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2728	2673	2574	1173	379	2006	952	1054
%H		98.0%	94.4%	43.0%	13.9%	73.5%	34.9%	38.6%
Working full time	1104	1090	1072	595	172	810	487	322
%V	40.5%	40.8%	41.6%	50.7%	45.4%	40.4%	51.2%	30.6%
%H		98.7%	97.1%	53.9%	15.6%	73.4%	44.1%	29.2%
Working part time	303	300	294	147	36	216	102	113
%V	11.1%	11.2%	11.4%	12.5%	9.5%	10.8%	10.7%	10.7%
%H		99.0%	97.0%	48.5%	11.9%	71.3%	33.7%	37.3%
Not working	1321	1282	1208	430	171	981	363	618
%V	48.4%	48.0%	46.9%	36.7%	45.1%	48.9%	38.1%	58.6%
%H		97.0%	91.4%	32.6%	12.9%	74.3%	27.5%	46.8%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North East & Cumbria

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1321	1288	1247	591	194	958	479	479
%H		97.5%	94.4%	44.7%	14.7%	72.5%	36.3%	36.3%
16 - 19	92	86	84	51	13	70	49	21
%V	7.0%	6.7%	6.7%	8.6%	6.7%	7.3%	10.2%	4.4%
%H		93.5%	91.3%	55.4%	14.1%	76.1%	53.3%	22.8%
20 - 24	101	95	89	49	17	65	40	25
%V	7.6%	7.4%	7.1%	8.3%	8.8%	6.8%	8.4%	5.2%
%H		94.1%	88.1%	48.5%	16.8%	64.4%	39.6%	24.8%
25 - 34	211	205	199	113	38	140	88	52
%V	16.0%	15.9%	16.0%	19.1%	19.6%	14.6%	18.4%	10.9%
%H		97.2%	94.3%	53.6%	18.0%	66.4%	41.7%	24.6%
35 - 44	205	203	201	108	31	150	85	65
%V	15.5%	15.8%	16.1%	18.3%	16.0%	15.7%	17.7%	13.6%
%H		99.0%	98.0%	52.7%	15.1%	73.2%	41.5%	31.7%
45 - 54	236	230	226	111	35	174	92	82
%V	17.9%	17.9%	18.1%	18.8%	18.0%	18.2%	19.2%	17.1%
%H		97.5%	95.8%	47.0%	14.8%	73.7%	39.0%	34.7%
55 - 64	215	212	207	90	30	156	65	91
%V	16.3%	16.5%	16.6%	15.2%	15.5%	16.3%	13.6%	19.0%
%H		98.6%	96.3%	41.9%	14.0%	72.6%	30.2%	42.3%
65+	260	256	240	69	30	202	59	143
%V	19.7%	19.9%	19.2%	11.7%	15.5%	21.1%	12.3%	29.9%
%H		98.5%	92.3%	26.5%	11.5%	77.7%	22.7%	55.0%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North East & Cumbria

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		1321	1288	1247	591	194	958	479	479
%H			97.5%	94.4%	44.7%	14.7%	72.5%	36.3%	36.3%
AB		310	305	297	145	45	238	126	112
	%V	23.5%	23.7%	23.8%	24.5%	23.2%	24.8%	26.3%	23.4%
	%H		98.4%	95.8%	46.8%	14.5%	76.8%	40.6%	36.1%
C1		319	307	298	155	64	231	144	87
	%V	24.1%	23.8%	23.9%	26.2%	33.0%	24.1%	30.1%	18.2%
	%H		96.2%	93.4%	48.6%	20.1%	72.4%	45.1%	27.3%
C2		322	317	309	158	44	220	111	110
	%V	24.4%	24.6%	24.8%	26.7%	22.7%	23.0%	23.2%	23.0%
	%H		98.4%	96.0%	49.1%	13.7%	68.3%	34.5%	34.2%
D		216	214	210	97	25	162	73	90
	%V	16.4%	16.6%	16.8%	16.4%	12.9%	16.9%	15.2%	18.8%
	%H		99.1%	97.2%	44.9%	11.6%	75.0%	33.8%	41.7%
E		154	145	133	36	16	106	26	81
	%V	11.7%	11.3%	10.7%	6.1%	8.2%	11.1%	5.4%	16.9%
	%H		94.2%	86.4%	23.4%	10.4%	68.8%	16.9%	52.6%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North East & Cumbria

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1321	1288	1247	591	194	958	479	479
%H		97.5%	94.4%	44.7%	14.7%	72.5%	36.3%	36.3%
Working full time	700	688	675	374	111	505	305	200
%V	53.0%	53.4%	54.1%	63.3%	57.2%	52.7%	63.7%	41.8%
%H		98.3%	96.4%	53.4%	15.9%	72.1%	43.6%	28.6%
Working part time	54	52	52	28	8	31	15	17
%V	4.1%	4.0%	4.2%	4.7%	4.1%	3.2%	3.1%	3.5%
%H		96.3%	96.3%	51.9%	14.8%	57.4%	27.8%	31.5%
Not working	568	547	520	189	76	421	160	261
%V	43.0%	42.5%	41.7%	32.0%	39.2%	43.9%	33.4%	54.5%
%H		96.3%	91.5%	33.3%	13.4%	74.1%	28.2%	46.0%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North East & Cumbria

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1406	1385	1327	582	185	1049	473	576
%H		98.5%	94.4%	41.4%	13.2%	74.6%	33.6%	41.0%
16 - 19	91	82	82	42	9	69	37	31
%V	6.5%	5.9%	6.2%	7.2%	4.9%	6.6%	7.8%	5.4%
%H		90.1%	90.1%	46.2%	9.9%	75.8%	40.7%	34.1%
20 - 24	95	93	91	36	22	74	39	35
%V	6.8%	6.7%	6.9%	6.2%	11.9%	7.1%	8.2%	6.1%
%H		97.9%	95.8%	37.9%	23.2%	77.9%	41.1%	36.8%
25 - 34	200	198	195	106	32	141	80	61
%V	14.2%	14.3%	14.7%	18.2%	17.3%	13.4%	16.9%	10.6%
%H		99.0%	97.5%	53.0%	16.0%	70.5%	40.0%	30.5%
35 - 44	232	231	224	129	27	165	94	71
%V	16.5%	16.7%	16.9%	22.2%	14.6%	15.7%	19.9%	12.3%
%H		99.6%	96.6%	55.6%	11.6%	71.1%	40.5%	30.6%
45 - 54	241	239	232	110	39	180	94	86
%V	17.1%	17.3%	17.5%	18.9%	21.1%	17.2%	19.9%	14.9%
%H		99.2%	96.3%	45.6%	16.2%	74.7%	39.0%	35.7%
55 - 64	218	217	213	84	31	173	71	102
%V	15.5%	15.7%	16.1%	14.4%	16.8%	16.5%	15.0%	17.7%
%H		99.5%	97.7%	38.5%	14.2%	79.4%	32.6%	46.8%
65+	329	325	290	75	25	248	58	190
%V	23.4%	23.5%	21.9%	12.9%	13.5%	23.6%	12.3%	33.0%
%H		98.8%	88.1%	22.8%	7.6%	75.4%	17.6%	57.8%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North East & Cumbria

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1406	1385	1327	582	185	1049	473	576
%H		98.5%	94.4%	41.4%	13.2%	74.6%	33.6%	41.0%
AB	316	311	300	141	40	246	123	123
%V	22.5%	22.5%	22.6%	24.2%	21.6%	23.5%	26.0%	21.4%
%H		98.4%	94.9%	44.6%	12.7%	77.8%	38.9%	38.9%
C1	387	375	363	169	66	283	151	132
%V	27.5%	27.1%	27.4%	29.0%	35.7%	27.0%	31.9%	22.9%
%H		96.9%	93.8%	43.7%	17.1%	73.1%	39.0%	34.1%
C2	255	254	250	124	35	186	92	94
%V	18.1%	18.3%	18.8%	21.3%	18.9%	17.7%	19.5%	16.3%
%H		99.6%	98.0%	48.6%	13.7%	72.9%	36.1%	36.9%
D	237	236	228	98	21	182	71	111
%V	16.9%	17.0%	17.2%	16.8%	11.4%	17.3%	15.0%	19.3%
%H		99.6%	96.2%	41.4%	8.9%	76.8%	30.0%	46.8%
E	212	208	187	49	24	152	37	115
%V	15.1%	15.0%	14.1%	8.4%	13.0%	14.5%	7.8%	20.0%
%H		98.1%	88.2%	23.1%	11.3%	71.7%	17.5%	54.2%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North East & Cumbria

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1406	1385	1327	582	185	1049	473	576
%H		98.5%	94.4%	41.4%	13.2%	74.6%	33.6%	41.0%
Working full time	403	402	397	221	61	304	182	122
%V	28.7%	29.0%	29.9%	38.0%	33.0%	29.0%	38.5%	21.2%
%H		99.8%	98.5%	54.8%	15.1%	75.4%	45.2%	30.3%
Working part time	249	248	242	119	29	184	88	97
%V	17.7%	17.9%	18.2%	20.4%	15.7%	17.5%	18.6%	16.8%
%H		99.6%	97.2%	47.8%	11.6%	73.9%	35.3%	39.0%
Not working	753	735	688	242	95	560	203	357
%V	53.6%	53.1%	51.8%	41.6%	51.4%	53.4%	42.9%	62.0%
%H		97.6%	91.4%	32.1%	12.6%	74.4%	27.0%	47.4%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC North West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2920	2841	2829	1124	466	2457	1197	1260
%H (All HH)		97.3%	96.9%	38.5%	16.0%	84.1%	41.0%	43.2%
%H (TV HH)			99.6%	39.6%	16.4%	86.5%	42.1%	44.4%
AB	584	575	573	272	85	485	262	222
%V	20.0%	20.2%	20.3%	24.2%	18.2%	19.7%	21.9%	17.6%
%H (All HH)		98.5%	98.1%	46.6%	14.6%	83.0%	44.9%	38.0%
%H (TV HH)			99.7%	47.3%	14.8%	84.3%	45.6%	38.6%
C1	796	770	769	325	143	659	352	306
%V	27.3%	27.1%	27.2%	28.9%	30.7%	26.8%	29.4%	24.3%
%H (All HH)		96.7%	96.6%	40.8%	18.0%	82.8%	44.2%	38.4%
%H (TV HH)			99.9%	42.2%	18.6%	85.6%	45.7%	39.7%
C2	572	557	556	230	109	497	276	222
%V	19.6%	19.6%	19.7%	20.5%	23.4%	20.2%	23.1%	17.6%
%H (All HH)		97.4%	97.2%	40.2%	19.1%	86.9%	48.3%	38.8%
%H (TV HH)			99.8%	41.3%	19.6%	89.2%	49.6%	39.9%
D	437	421	420	155	61	368	162	206
%V	15.0%	14.8%	14.8%	13.8%	13.1%	15.0%	13.5%	16.3%
%H (All HH)		96.3%	96.1%	35.5%	14.0%	84.2%	37.1%	47.1%
%H (TV HH)			99.8%	36.8%	14.5%	87.4%	38.5%	48.9%
E	531	517	512	143	67	449	145	304
%V	18.2%	18.2%	18.1%	12.7%	14.4%	18.3%	12.1%	24.1%
%H (All HH)		97.4%	96.4%	26.9%	12.6%	84.6%	27.3%	57.3%
%H (TV HH)			99.0%	27.7%	13.0%	86.8%	28.0%	58.8%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2920	2841	2829	1124	466	2457	1197	1260
%H (All HH)		97.3%	96.9%	38.5%	16.0%	84.1%	41.0%	43.2%
%H (TV HH)			99.6%	39.6%	16.4%	86.5%	42.1%	44.4%
Under 25	139	128	127	44	24	110	50	60
%V	4.8%	4.5%	4.5%	3.9%	5.2%	4.5%	4.2%	4.8%
%H (All HH)		92.1%	91.4%	31.7%	17.3%	79.1%	36.0%	43.2%
%H (TV HH)			99.2%	34.4%	18.8%	85.9%	39.1%	46.9%
25 - 34	432	413	412	204	71	325	186	139
%V	14.8%	14.5%	14.6%	18.1%	15.2%	13.2%	15.5%	11.0%
%H (All HH)		95.6%	95.4%	47.2%	16.4%	75.2%	43.1%	32.2%
%H (TV HH)			99.8%	49.4%	17.2%	78.7%	45.0%	33.7%
35 - 44	526	505	503	240	87	438	258	181
%V	18.0%	17.8%	17.8%	21.4%	18.7%	17.8%	21.6%	14.4%
%H (All HH)		96.0%	95.6%	45.6%	16.5%	83.3%	49.0%	34.4%
%H (TV HH)			99.6%	47.5%	17.2%	86.7%	51.1%	35.8%
45 - 54	568	555	552	253	115	476	286	190
%V	19.5%	19.5%	19.5%	22.5%	24.7%	19.4%	23.9%	15.1%
%H (All HH)		97.7%	97.2%	44.5%	20.2%	83.8%	50.4%	33.5%
%H (TV HH)			99.5%	45.6%	20.7%	85.8%	51.5%	34.2%
55 - 64	504	498	497	192	87	449	227	222
%V	17.3%	17.5%	17.6%	17.1%	18.7%	18.3%	19.0%	17.6%
%H (All HH)		98.8%	98.6%	38.1%	17.3%	89.1%	45.0%	44.0%
%H (TV HH)			99.8%	38.6%	17.5%	90.2%	45.6%	44.6%
65 +	750	743	738	192	82	658	190	468
%V	25.7%	26.2%	26.1%	17.1%	17.6%	26.8%	15.9%	37.1%
%H (All HH)		99.1%	98.4%	25.6%	10.9%	87.7%	25.3%	62.4%
%H (TV HH)			99.3%	25.8%	11.0%	88.6%	25.6%	63.0%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2920	2841	2829	1124	466	2457	1197	1260
%H (All HH)		97.3%	96.9%	38.5%	16.0%	84.1%	41.0%	43.2%
%H (TV HH)			99.6%	39.6%	16.4%	86.5%	42.1%	44.4%
1	1049	1006	996	258	112	882	254	628
%V	35.9%	35.4%	35.2%	23.0%	24.0%	35.9%	21.2%	49.8%
%H (All HH)		95.9%	94.9%	24.6%	10.7%	84.1%	24.2%	59.9%
%H (TV HH)			99.0%	25.6%	11.1%	87.7%	25.2%	62.4%
2	866	852	851	356	140	729	370	359
%V	29.7%	30.0%	30.1%	31.7%	30.0%	29.7%	30.9%	28.5%
%H (All HH)		98.4%	98.3%	41.1%	16.2%	84.2%	42.7%	41.5%
%H (TV HH)			99.9%	41.8%	16.4%	85.6%	43.4%	42.1%
3	440	433	433	223	91	374	250	124
%V	15.1%	15.2%	15.3%	19.8%	19.5%	15.2%	20.9%	9.8%
%H (All HH)		98.4%	98.4%	50.7%	20.7%	85.0%	56.8%	28.2%
%H (TV HH)			100.0%	51.5%	21.0%	86.4%	57.7%	28.6%
4	363	354	354	175	83	304	203	101
%V	12.4%	12.5%	12.5%	15.6%	17.8%	12.4%	17.0%	8.0%
%H (All HH)		97.5%	97.5%	48.2%	22.9%	83.7%	55.9%	27.8%
%H (TV HH)			100.0%	49.4%	23.4%	85.9%	57.3%	28.5%
5+	201	196	196	113	40	168	121	47
%V	6.9%	6.9%	6.9%	10.1%	8.6%	6.8%	10.1%	3.7%
%H (All HH)		97.5%	97.5%	56.2%	19.9%	83.6%	60.2%	23.4%
%H (TV HH)			100.0%	57.7%	20.4%	85.7%	61.7%	24.0%
Average HH size	2.28	2.28	2.29	2.62	2.61	2.27	2.68	1.89

Base: BBC North West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2920	2841	2829	1124	466	2457	1197	1260
%H (All HH)		97.3%	96.9%	38.5%	16.0%	84.1%	41.0%	43.2%
%H (TV HH)			99.6%	39.6%	16.4%	86.5%	42.1%	44.4%
Without	2192	2126	2115	756	310	1854	793	1061
%V	75.1%	74.8%	74.8%	67.3%	66.5%	75.5%	66.2%	84.2%
%H (All HH)		97.0%	96.5%	34.5%	14.1%	84.6%	36.2%	48.4%
%H (TV HH)			99.5%	35.6%	14.6%	87.2%	37.3%	49.9%
With	728	715	714	369	156	603	405	199
%V	24.9%	25.2%	25.2%	32.8%	33.5%	24.5%	33.8%	15.8%
%H (All HH)		98.2%	98.1%	50.7%	21.4%	82.8%	55.6%	27.3%
%H (TV HH)			99.9%	51.6%	21.8%	84.3%	56.6%	27.8%
0 - 3	278	273	273	139	51	224	138	86
%V	9.5%	9.6%	9.7%	12.4%	10.9%	9.1%	11.5%	6.8%
%H (All HH)		98.2%	98.2%	50.0%	18.3%	80.6%	49.6%	30.9%
%H (TV HH)			100.0%	50.9%	18.7%	82.1%	50.5%	31.5%
4 - 9	360	355	355	181	76	299	199	100
%V	12.3%	12.5%	12.5%	16.1%	16.3%	12.2%	16.6%	7.9%
%H (All HH)		98.6%	98.6%	50.3%	21.1%	83.1%	55.3%	27.8%
%H (TV HH)			100.0%	51.0%	21.4%	84.2%	56.1%	28.2%
10 - 15	359	351	351	186	83	303	214	89
%V	12.3%	12.4%	12.4%	16.5%	17.8%	12.3%	17.9%	7.1%
%H (All HH)		97.8%	97.8%	51.8%	23.1%	84.4%	59.6%	24.8%
%H (TV HH)			100.0%	53.0%	23.6%	86.3%	61.0%	25.4%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2920	2841	2829	1124	466	2457	1197	1260
%H (All HH)		97.3%	96.9%	38.5%	16.0%	84.1%	41.0%	43.2%
%H (TV HH)			99.6%	39.6%	16.4%	86.5%	42.1%	44.4%
1	1107	1107	1097	323	142	883	248	634
%V	37.9%	39.0%	38.8%	28.7%	30.5%	35.9%	20.7%	50.3%
%H (All HH)		100.0%	99.1%	29.2%	12.8%	79.8%	22.4%	57.3%
%H (TV HH)			99.1%	29.2%	12.8%	79.8%	22.4%	57.3%
2	988	988	986	399	165	887	458	429
%V	33.8%	34.8%	34.9%	35.5%	35.4%	36.1%	38.3%	34.0%
%H (All HH)		100.0%	99.8%	40.4%	16.7%	89.8%	46.4%	43.4%
%H (TV HH)			99.8%	40.4%	16.7%	89.8%	46.4%	43.4%
3	434	434	434	213	93	397	262	134
%V	14.9%	15.3%	15.3%	19.0%	20.0%	16.2%	21.9%	10.6%
%H (All HH)		100.0%	100.0%	49.1%	21.4%	91.5%	60.4%	30.9%
%H (TV HH)			100.0%	49.1%	21.4%	91.5%	60.4%	30.9%
4	199	199	199	112	43	186	141	46
%V	6.8%	7.0%	7.0%	10.0%	9.2%	7.6%	11.8%	3.7%
%H (All HH)		100.0%	100.0%	56.3%	21.6%	93.5%	70.9%	23.1%
%H (TV HH)			100.0%	56.3%	21.6%	93.5%	70.9%	23.1%
5+	113	113	113	77	24	105	89	16
%V	3.9%	4.0%	4.0%	6.9%	5.2%	4.3%	7.4%	1.3%
%H (All HH)		100.0%	100.0%	68.1%	21.2%	92.9%	78.8%	14.2%
%H (TV HH)			100.0%	68.1%	21.2%	92.9%	78.8%	14.2%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North West

Household level data

Table 10.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2920	2841	2829	1124	466	2457	1197	1260
%H (All HH)		97.3%	96.9%	38.5%	16.0%	84.1%	41.0%	43.2%
%H (TV HH)			99.6%	39.6%	16.4%	86.5%	42.1%	44.4%
Under 20"	917	917	915	397	157	856	486	371
%V	31.4%	32.3%	32.3%	35.3%	33.7%	34.8%	40.6%	29.4%
%H (All HH)		100.0%	99.8%	43.3%	17.1%	93.3%	53.0%	40.5%
%H (TV HH)			99.8%	43.3%	17.1%	93.3%	53.0%	40.5%
20" - 29"	1305	1305	1295	489	212	1161	557	605
%V	44.7%	45.9%	45.8%	43.5%	45.5%	47.3%	46.5%	48.0%
%H (All HH)		100.0%	99.2%	37.5%	16.2%	89.0%	42.7%	46.4%
%H (TV HH)			99.2%	37.5%	16.2%	89.0%	42.7%	46.4%
30" - 39"	1541	1541	1539	657	267	1353	723	630
%V	52.8%	54.2%	54.4%	58.5%	57.3%	55.1%	60.4%	50.0%
%H (All HH)		100.0%	99.9%	42.6%	17.3%	87.8%	46.9%	40.9%
%H (TV HH)			99.9%	42.6%	17.3%	87.8%	46.9%	40.9%
40" and over	829	829	828	458	170	696	486	211
%V	28.4%	29.2%	29.3%	40.7%	36.5%	28.3%	40.6%	16.7%
%H (All HH)		100.0%	99.9%	55.2%	20.5%	84.0%	58.6%	25.5%
%H (TV HH)			99.9%	55.2%	20.5%	84.0%	58.6%	25.5%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC North West
Household level data
Table 10.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2920	2841	2829	1124	466	2457	1197	1260
%H (All HH)		97.3%	96.9%	38.5%	16.0%	84.1%	41.0%	43.2%
%H (TV HH)			99.6%	39.6%	16.4%	86.5%	42.1%	44.4%
Main living room	2816	2816	2804	1118	462	2434	1190	1244
%V	96.4%	99.1%	99.1%	99.5%	99.1%	99.1%	99.4%	98.7%
%H (All HH)		100.0%	99.6%	39.7%	16.4%	86.4%	42.3%	44.2%
%H (TV HH)			99.6%	39.7%	16.4%	86.4%	42.3%	44.2%
Kitchen	287	287	287	148	36	268	161	107
%V	9.8%	10.1%	10.1%	13.2%	7.7%	10.9%	13.5%	8.5%
%H (All HH)		100.0%	100.0%	51.6%	12.5%	93.4%	56.1%	37.3%
%H (TV HH)			100.0%	51.6%	12.5%	93.4%	56.1%	37.3%
Adult's bedroom	1349	1349	1347	630	267	1223	758	465
%V	46.2%	47.5%	47.6%	56.0%	57.3%	49.8%	63.3%	36.9%
%H (All HH)		100.0%	99.9%	46.7%	19.8%	90.7%	56.2%	34.5%
%H (TV HH)			99.9%	46.7%	19.8%	90.7%	56.2%	34.5%
Child's bedroom	312	312	312	186	74	289	233	57
%V	10.7%	11.0%	11.0%	16.5%	15.9%	11.8%	19.5%	4.5%
%H (All HH)		100.0%	100.0%	59.6%	23.7%	92.6%	74.7%	18.3%
%H (TV HH)			100.0%	59.6%	23.7%	92.6%	74.7%	18.3%
Other bedroom	109	109	109	59	22	103	73	30
%V	3.7%	3.8%	3.9%	5.2%	4.7%	4.2%	6.1%	2.4%
%H (All HH)		100.0%	100.0%	54.1%	20.2%	94.5%	67.0%	27.5%
%H (TV HH)			100.0%	54.1%	20.2%	94.5%	67.0%	27.5%
Second living/dining room	401	401	401	193	81	361	226	135
%V	13.7%	14.1%	14.2%	17.2%	17.4%	14.7%	18.9%	10.7%
%H (All HH)		100.0%	100.0%	48.1%	20.2%	90.0%	56.4%	33.7%
%H (TV HH)			100.0%	48.1%	20.2%	90.0%	56.4%	33.7%
Study/office	52	52	52	29	8	48	32	16
%V	1.8%	1.8%	1.8%	2.6%	1.7%	2.0%	2.7%	1.3%
%H (All HH)		100.0%	100.0%	55.8%	15.4%	92.3%	61.5%	30.8%
%H (TV HH)			100.0%	55.8%	15.4%	92.3%	61.5%	30.8%
TV room	16	16	16	11	4	13	11	3
%V	0.5%	0.6%	0.6%	1.0%	0.9%	0.5%	0.9%	0.2%
%H (All HH)		100.0%	100.0%	68.8%	25.0%	81.3%	68.8%	18.8%
%H (TV HH)			100.0%	68.8%	25.0%	81.3%	68.8%	18.8%
No specific location	6	6	6	2	2	5	2	3
%V	0.2%	0.2%	0.2%	0.2%	0.4%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	100.0%	33.3%	33.3%	83.3%	33.3%	50.0%
%H (TV HH)			100.0%	33.3%	33.3%	83.3%	33.3%	50.0%
Other	16	16	16	11	2	12	10	3
%V	0.5%	0.6%	0.6%	1.0%	0.4%	0.5%	0.8%	0.2%
%H (All HH)		100.0%	100.0%	68.8%	12.5%	75.0%	62.5%	18.8%
%H (TV HH)			100.0%	68.8%	12.5%	75.0%	62.5%	18.8%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC North West
Household level data
Table 10.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2920	2841	2829	1124	466	2457	1197	1260
%H (All HH)		97.3%	96.9%	38.5%	16.0%	84.1%	41.0%	43.2%
%H (TV HH)			99.6%	39.6%	16.4%	86.5%	42.1%	44.4%
PVR	1448	1448	1448	886	243	1204	869	335
%V	49.6%	51.0%	51.2%	78.8%	52.1%	49.0%	72.6%	26.6%
%H (All HH)		100.0%	100.0%	61.2%	16.8%	83.1%	60.0%	23.1%
%H (TV HH)			100.0%	61.2%	16.8%	83.1%	60.0%	23.1%
DVDR	267	267	267	112	50	239	131	108
%V	9.1%	9.4%	9.4%	10.0%	10.7%	9.7%	10.9%	8.6%
%H (All HH)		100.0%	100.0%	41.9%	18.7%	89.5%	49.1%	40.4%
%H (TV HH)			100.0%	41.9%	18.7%	89.5%	49.1%	40.4%
VCR	228	228	227	87	43	198	97	101
%V	7.8%	8.0%	8.0%	7.7%	9.2%	8.1%	8.1%	8.0%
%H (All HH)		100.0%	99.6%	38.2%	18.9%	86.8%	42.5%	44.3%
%H (TV HH)			99.6%	38.2%	18.9%	86.8%	42.5%	44.3%
Any recorder	1667	1667	1666	932	291	1399	939	461
%V	57.1%	58.7%	58.9%	82.9%	62.4%	56.9%	78.4%	36.6%
%H (All HH)		100.0%	99.9%	55.9%	17.5%	83.9%	56.3%	27.7%
%H (TV HH)			99.9%	55.9%	17.5%	83.9%	56.3%	27.7%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC North West
Household level data
Table 10.9: Other TV equipment

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2920	2841	2829	1124	466	2457	1197	1260
%H (All HH)		97.3%	96.9%	38.5%	16.0%	84.1%	41.0%	43.2%
%H (TV HH)			99.6%	39.6%	16.4%	86.5%	42.1%	44.4%
Receives HDTV (via STB or built-in reception)	973	973	973	516	259	810	600	210
%V	33.3%	34.2%	34.4%	45.9%	55.6%	33.0%	50.1%	16.7%
%H (All HH)		100.0%	100.0%	53.0%	26.6%	83.2%	61.7%	21.6%
%H (TV HH)			100.0%	53.0%	26.6%	83.2%	61.7%	21.6%
DVD/Blu-ray player or recorder	2079	2079	2076	894	348	1792	940	851
%V	71.2%	73.2%	73.4%	79.5%	74.7%	72.9%	78.5%	67.5%
%H (All HH)		100.0%	99.9%	43.0%	16.7%	86.2%	45.2%	40.9%
%H (TV HH)			99.9%	43.0%	16.7%	86.2%	45.2%	40.9%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC North West
Household level data
Table 10.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2920	2841	2829	1124	466	2457	1197	1260
%H (All HH)		97.3%	96.9%	38.5%	16.0%	84.1%	41.0%	43.2%
%H (TV HH)			99.6%	39.6%	16.4%	86.5%	42.1%	44.4%
Has PC or Laptop	2082	2040	2037	953	394	1738	1028	710
%V	71.3%	71.8%	72.0%	84.8%	84.5%	70.7%	85.9%	56.3%
%H (All HH)		98.0%	97.8%	45.8%	18.9%	83.5%	49.4%	34.1%
%H (TV HH)			99.9%	46.7%	19.3%	85.2%	50.4%	34.8%
Has broadband internet	1963	1927	1925	922	384	1639	1002	638
%V	67.2%	67.8%	68.0%	82.0%	82.4%	66.7%	83.7%	50.6%
%H (All HH)		98.2%	98.1%	47.0%	19.6%	83.5%	51.0%	32.5%
%H (TV HH)			99.9%	47.8%	19.9%	85.1%	52.0%	33.1%

Base: BBC North West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5783	5769	2626	1046	5149	2985	2164
%H		99.8%	45.4%	18.1%	89.0%	51.6%	37.4%
Under 20"	1262	1260	583	222	1185	715	470
%V	21.8%	21.8%	22.2%	21.2%	23.0%	24.0%	21.7%
%H		99.8%	46.2%	17.6%	93.9%	56.7%	37.2%
20" - 29"	1673	1663	660	294	1496	768	727
%V	28.9%	28.8%	25.1%	28.1%	29.1%	25.7%	33.6%
%H		99.4%	39.5%	17.6%	89.4%	45.9%	43.5%
30" - 39"	1829	1827	821	323	1609	904	705
%V	31.6%	31.7%	31.3%	30.9%	31.2%	30.3%	32.6%
%H		99.9%	44.9%	17.7%	88.0%	49.4%	38.5%
40" and over	950	949	541	199	795	574	222
%V	16.4%	16.4%	20.6%	19.0%	15.4%	19.2%	10.3%
%H		99.9%	56.9%	20.9%	83.7%	60.4%	23.4%
Don't know	70	70	21	8	64	24	40
%V	1.2%	1.2%	0.8%	0.8%	1.2%	0.8%	1.8%
%H		100.0%	30.0%	11.4%	91.4%	34.3%	57.1%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North West

Set level data

Table 10.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5783	5769	2626	1046	5149	2985	2164
%H		99.8%	45.4%	18.1%	89.0%	51.6%	37.4%
Main living room	2836	2824	1127	463	2453	1198	1255
%V	49.0%	49.0%	42.9%	44.3%	47.6%	40.1%	58.0%
%H		99.6%	39.7%	16.3%	86.5%	42.2%	44.3%
Kitchen	287	287	148	36	268	161	107
%V	5.0%	5.0%	5.6%	3.4%	5.2%	5.4%	4.9%
%H		100.0%	51.6%	12.5%	93.4%	56.1%	37.3%
Adult's bedroom	1616	1614	777	322	1469	932	537
%V	27.9%	28.0%	29.6%	30.8%	28.5%	31.2%	24.8%
%H		99.9%	48.1%	19.9%	90.9%	57.7%	33.2%
Child's bedroom	416	416	249	103	390	319	71
%V	7.2%	7.2%	9.5%	9.8%	7.6%	10.7%	3.3%
%H		100.0%	59.9%	24.8%	93.8%	76.7%	17.1%
Other bedroom	123	123	69	26	117	85	32
%V	2.1%	2.1%	2.6%	2.5%	2.3%	2.8%	1.5%
%H		100.0%	56.1%	21.1%	95.1%	69.1%	26.0%
Second living/dining room	415	415	203	81	373	235	138
%V	7.2%	7.2%	7.7%	7.7%	7.2%	7.9%	6.4%
%H		100.0%	48.9%	19.5%	89.9%	56.6%	33.3%
Study/office	52	52	29	8	48	32	16
%V	0.9%	0.9%	1.1%	0.8%	0.9%	1.1%	0.7%
%H		100.0%	55.8%	15.4%	92.3%	61.5%	30.8%
TV room	16	16	11	4	13	11	3
%V	0.3%	0.3%	0.4%	0.4%	0.3%	0.4%	0.1%
%H		100.0%	68.8%	25.0%	81.3%	68.8%	18.8%
No specific location	6	6	2	2	5	2	3
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%
%H		100.0%	33.3%	33.3%	83.3%	33.3%	50.0%
Other	16	16	11	2	12	10	3
%V	0.3%	0.3%	0.4%	0.2%	0.2%	0.3%	0.1%
%H		100.0%	68.8%	12.5%	75.0%	62.5%	18.8%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC North West
Set level data
Table 10.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5783	5769	2626	1046	5149	2985	2164
%H		99.8%	45.4%	18.1%	89.0%	51.6%	37.4%
PVR	1915	1915	1245	327	1564	1192	372
%V	33.1%	33.2%	47.4%	31.3%	30.4%	39.9%	17.2%
%H		100.0%	65.0%	17.1%	81.7%	62.2%	19.4%
DVDR	302	302	129	59	271	155	116
%V	5.2%	5.2%	4.9%	5.6%	5.3%	5.2%	5.4%
%H		100.0%	42.7%	19.5%	89.7%	51.3%	38.4%
VCR	253	252	99	50	219	113	107
%V	4.4%	4.4%	3.8%	4.8%	4.3%	3.8%	4.9%
%H		99.6%	39.1%	19.8%	86.6%	44.7%	42.3%
Any recorder	2236	2235	1345	400	1852	1328	524
%V	38.7%	38.7%	51.2%	38.2%	36.0%	44.5%	24.2%
%H		100.0%	60.2%	17.9%	82.8%	59.4%	23.4%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 10.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5783	5769	2626	1046	5149	2985	2164
%H		99.8%	45.4%	18.1%	89.0%	51.6%	37.4%
Receives HDTV (via STB or built-in reception)	1315	1315	696	371	1099	830	269
%V	22.7%	22.8%	26.5%	35.5%	21.3%	27.8%	12.4%
%H		100.0%	52.9%	28.2%	83.6%	63.1%	20.5%
DVD/Blu-ray player or recorder	3265	3263	1534	593	2878	1706	1172
%V	56.5%	56.6%	58.4%	56.7%	55.9%	57.2%	54.2%
%H		99.9%	47.0%	18.2%	88.1%	52.3%	35.9%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC North West
Set level data
Table 10.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2841	2828	1124	466	2457	1197	1260
%H		99.5%	39.6%	16.4%	86.5%	42.1%	44.4%
Under 20"	76	76	16	7	71	17	54
%V	2.7%	2.7%	1.4%	1.5%	2.9%	1.4%	4.3%
%H		100.0%	21.1%	9.2%	93.4%	22.4%	71.1%
20" - 29"	677	666	162	91	584	168	416
%V	23.8%	23.6%	14.4%	19.5%	23.8%	14.0%	33.0%
%H		98.4%	23.9%	13.4%	86.3%	24.8%	61.4%
30" - 39"	1256	1255	498	201	1102	536	566
%V	44.2%	44.4%	44.3%	43.1%	44.9%	44.8%	44.9%
%H		99.9%	39.6%	16.0%	87.7%	42.7%	45.1%
40" and over	800	800	441	163	673	467	205
%V	28.2%	28.3%	39.2%	35.0%	27.4%	39.0%	16.3%
%H		100.0%	55.1%	20.4%	84.1%	58.4%	25.6%
Don't know	31	31	8	5	27	8	19
%V	1.1%	1.1%	0.7%	1.1%	1.1%	0.7%	1.5%
%H		100.0%	25.8%	16.1%	87.1%	25.8%	61.3%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North West

Set level data

Table 10.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2841	2828	1124	466	2457	1197	1260
%H		99.5%	39.6%	16.4%	86.5%	42.1%	44.4%
PVR	1402	1402	868	234	1161	847	314
%V	49.3%	49.6%	77.2%	50.2%	47.3%	70.8%	24.9%
%H		100.0%	61.9%	16.7%	82.8%	60.4%	22.4%
DVDR	220	220	87	40	199	104	95
%V	7.7%	7.8%	7.7%	8.6%	8.1%	8.7%	7.5%
%H		100.0%	39.5%	18.2%	90.5%	47.3%	43.2%
VCR	178	177	62	34	152	69	83
%V	6.3%	6.3%	5.5%	7.3%	6.2%	5.8%	6.6%
%H		99.4%	34.8%	19.1%	85.4%	38.8%	46.6%
Any recorder	1607	1606	913	277	1342	909	432
%V	56.6%	56.8%	81.2%	59.4%	54.6%	75.9%	34.3%
%H		99.9%	56.8%	17.2%	83.5%	56.6%	26.9%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2841	2828	1124	466	2457	1197	1260
%H		99.5%	39.6%	16.4%	86.5%	42.1%	44.4%
Receives HDTV (via STB or built-in reception)	933	933	494	249	773	572	200
%V	32.8%	33.0%	44.0%	53.4%	31.5%	47.8%	15.9%
%H		100.0%	52.9%	26.7%	82.9%	61.3%	21.4%
DVD/Blu-ray player or recorder	1951	1949	836	323	1676	871	805
%V	68.7%	68.9%	74.4%	69.3%	68.2%	72.8%	63.9%
%H		99.9%	42.8%	16.6%	85.9%	44.6%	41.3%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC North West
Set level data
Table 10.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2942	2941	1502	580	2692	1788	904
%H		100.0%	51.1%	19.7%	91.5%	60.8%	30.7%
Under 20"	1186	1184	567	215	1114	697	416
%V	40.3%	40.3%	37.7%	37.1%	41.4%	39.0%	46.0%
%H		99.8%	47.8%	18.1%	93.9%	58.8%	35.1%
20" - 29"	997	997	498	203	912	600	311
%V	33.9%	33.9%	33.2%	35.0%	33.9%	33.6%	34.4%
%H		100.0%	49.9%	20.4%	91.5%	60.2%	31.2%
30" - 39"	572	572	323	122	507	368	139
%V	19.4%	19.4%	21.5%	21.0%	18.8%	20.6%	15.4%
%H		100.0%	56.5%	21.3%	88.6%	64.3%	24.3%
40" and over	150	150	100	36	123	106	17
%V	5.1%	5.1%	6.7%	6.2%	4.6%	5.9%	1.9%
%H		100.0%	66.7%	24.0%	82.0%	70.7%	11.3%
Don't know	38	38	14	3	37	16	21
%V	1.3%	1.3%	0.9%	0.5%	1.4%	0.9%	2.3%
%H		100.0%	36.8%	7.9%	97.4%	42.1%	55.3%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North West

Set level data

Table 10.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2942	2941	1502	580	2692	1788	904
%H		100.0%	51.1%	19.7%	91.5%	60.8%	30.7%
PVR	513	513	377	93	403	345	58
%V	17.4%	17.4%	25.1%	16.0%	15.0%	19.3%	6.4%
%H		100.0%	73.5%	18.1%	78.6%	67.3%	11.3%
DVDR	82	82	42	19	72	51	22
%V	2.8%	2.8%	2.8%	3.3%	2.7%	2.9%	2.4%
%H		100.0%	51.2%	23.2%	87.8%	62.2%	26.8%
VCR	75	75	37	16	68	44	24
%V	2.5%	2.6%	2.5%	2.8%	2.5%	2.5%	2.7%
%H		100.0%	49.3%	21.3%	90.7%	58.7%	32.0%
Any recorder	630	630	432	123	510	419	92
%V	21.4%	21.4%	28.8%	21.2%	18.9%	23.4%	10.2%
%H		100.0%	68.6%	19.5%	81.0%	66.5%	14.6%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2942	2941	1502	580	2692	1788	904
%H		100.0%	51.1%	19.7%	91.5%	60.8%	30.7%
Receives HDTV (via STB or built-in reception)	382	382	202	122	326	257	68
%V	13.0%	13.0%	13.4%	21.0%	12.1%	14.4%	7.5%
%H		100.0%	52.9%	31.9%	85.3%	67.3%	17.8%
DVD/Blu-ray player or recorder	1314	1314	698	270	1202	835	366
%V	44.7%	44.7%	46.5%	46.6%	44.7%	46.7%	40.5%
%H		100.0%	53.1%	20.5%	91.5%	63.5%	27.9%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC North West
Individual level data
Table 10.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6648	6486	6470	2947	1214	5584	3204	2380
%H		97.6%	97.3%	44.3%	18.3%	84.0%	48.2%	35.8%
Total Children	1273	1245	1244	645	266	1048	699	349
%V	19.1%	19.2%	19.2%	21.9%	21.9%	18.8%	21.8%	14.7%
%H		97.8%	97.7%	50.7%	20.9%	82.3%	54.9%	27.4%
0 - 3	332	325	325	167	59	264	161	103
%V	5.0%	5.0%	5.0%	5.7%	4.9%	4.7%	5.0%	4.3%
%H		97.9%	97.9%	50.3%	17.8%	79.5%	48.5%	31.0%
4 - 15	941	920	919	479	206	784	538	246
%V	14.2%	14.2%	14.2%	16.3%	17.0%	14.0%	16.8%	10.3%
%H		97.8%	97.7%	50.9%	21.9%	83.3%	57.2%	26.1%
4 - 9	474	464	464	234	102	392	259	133
%V	7.1%	7.2%	7.2%	7.9%	8.4%	7.0%	8.1%	5.6%
%H		97.9%	97.9%	49.4%	21.5%	82.7%	54.6%	28.1%
10 - 15	467	456	455	245	104	392	279	113
%V	7.0%	7.0%	7.0%	8.3%	8.6%	7.0%	8.7%	4.7%
%H		97.6%	97.4%	52.5%	22.3%	83.9%	59.7%	24.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6648	6486	6470	2947	1214	5584	3204	2380
%H		97.6%	97.3%	44.3%	18.3%	84.0%	48.2%	35.8%
Total Adults (16+)	5375	5241	5226	2302	948	4536	2505	2031
%V	80.9%	80.8%	80.8%	78.1%	78.1%	81.2%	78.2%	85.3%
%H		97.5%	97.2%	42.8%	17.6%	84.4%	46.6%	37.8%
16 - 19	346	338	338	164	79	300	198	102
%V	5.2%	5.2%	5.2%	5.6%	6.5%	5.4%	6.2%	4.3%
%H		97.7%	97.7%	47.4%	22.8%	86.7%	57.2%	29.5%
20 - 24	453	424	424	183	92	368	212	157
%V	6.8%	6.5%	6.6%	6.2%	7.6%	6.6%	6.6%	6.6%
%H		93.6%	93.6%	40.4%	20.3%	81.2%	46.8%	34.7%
25 - 34	848	818	817	435	154	655	422	234
%V	12.8%	12.6%	12.6%	14.8%	12.7%	11.7%	13.2%	9.8%
%H		96.5%	96.3%	51.3%	18.2%	77.2%	49.8%	27.6%
35 - 44	889	860	857	427	157	737	455	283
%V	13.4%	13.3%	13.2%	14.5%	12.9%	13.2%	14.2%	11.9%
%H		96.7%	96.4%	48.0%	17.7%	82.9%	51.2%	31.8%
45 - 54	945	925	921	445	197	797	505	291
%V	14.2%	14.3%	14.2%	15.1%	16.2%	14.3%	15.8%	12.2%
%H		97.9%	97.5%	47.1%	20.8%	84.3%	53.4%	30.8%
55 - 64	808	800	799	330	147	723	393	330
%V	12.2%	12.3%	12.3%	11.2%	12.1%	12.9%	12.3%	13.9%
%H		99.0%	98.9%	40.8%	18.2%	89.5%	48.6%	40.8%
65+	1085	1076	1070	318	122	957	321	635
%V	16.3%	16.6%	16.5%	10.8%	10.0%	17.1%	10.0%	26.7%
%H		99.2%	98.6%	29.3%	11.2%	88.2%	29.6%	58.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5375	5241	5226	2302	948	4536	2505	2031
%H		97.5%	97.2%	42.8%	17.6%	84.4%	46.6%	37.8%
AB	1152	1138	1135	582	168	963	563	400
%V	21.4%	21.7%	21.7%	25.3%	17.7%	21.2%	22.5%	19.7%
%H		98.8%	98.5%	50.5%	14.6%	83.6%	48.9%	34.7%
C1	1546	1494	1491	679	303	1270	746	525
%V	28.8%	28.5%	28.5%	29.5%	32.0%	28.0%	29.8%	25.8%
%H		96.6%	96.4%	43.9%	19.6%	82.1%	48.3%	34.0%
C2	1157	1134	1131	497	252	1019	622	397
%V	21.5%	21.6%	21.6%	21.6%	26.6%	22.5%	24.8%	19.5%
%H		98.0%	97.8%	43.0%	21.8%	88.1%	53.8%	34.3%
D	795	769	768	326	118	673	344	329
%V	14.8%	14.7%	14.7%	14.2%	12.4%	14.8%	13.7%	16.2%
%H		96.7%	96.6%	41.0%	14.8%	84.7%	43.3%	41.4%
E	724	706	700	218	108	611	230	381
%V	13.5%	13.5%	13.4%	9.5%	11.4%	13.5%	9.2%	18.8%
%H		97.5%	96.7%	30.1%	14.9%	84.4%	31.8%	52.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC North West
Individual level data
Table 10.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5375	5241	5226	2302	948	4536	2505	2031
%H		97.5%	97.2%	42.8%	17.6%	84.4%	46.6%	37.8%
Working full time	2318	2271	2266	1169	459	1934	1272	662
%V	43.1%	43.3%	43.4%	50.8%	48.4%	42.6%	50.8%	32.6%
%H		98.0%	97.8%	50.4%	19.8%	83.4%	54.9%	28.6%
Working part time	513	501	501	236	99	435	263	172
%V	9.5%	9.6%	9.6%	10.3%	10.4%	9.6%	10.5%	8.5%
%H		97.7%	97.7%	46.0%	19.3%	84.8%	51.3%	33.5%
Not working	2544	2469	2459	896	391	2167	970	1197
%V	47.3%	47.1%	47.1%	38.9%	41.2%	47.8%	38.7%	58.9%
%H		97.1%	96.7%	35.2%	15.4%	85.2%	38.1%	47.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2637	2563	2552	1155	459	2214	1251	963
%H		97.2%	96.8%	43.8%	17.4%	84.0%	47.4%	36.5%
16 - 19	187	182	182	90	44	164	113	51
%V	7.1%	7.1%	7.1%	7.8%	9.6%	7.4%	9.0%	5.3%
%H		97.3%	97.3%	48.1%	23.5%	87.7%	60.4%	27.3%
20 - 24	223	207	206	90	44	182	107	75
%V	8.5%	8.1%	8.1%	7.8%	9.6%	8.2%	8.6%	7.8%
%H		92.8%	92.4%	40.4%	19.7%	81.6%	48.0%	33.6%
25 - 34	434	420	419	222	75	339	215	123
%V	16.5%	16.4%	16.4%	19.2%	16.3%	15.3%	17.2%	12.8%
%H		96.8%	96.5%	51.2%	17.3%	78.1%	49.5%	28.3%
35 - 44	440	423	421	210	74	359	217	142
%V	16.7%	16.5%	16.5%	18.2%	16.1%	16.2%	17.3%	14.7%
%H		96.1%	95.7%	47.7%	16.8%	81.6%	49.3%	32.3%
45 - 54	464	453	451	214	93	388	239	149
%V	17.6%	17.7%	17.7%	18.5%	20.3%	17.5%	19.1%	15.5%
%H		97.6%	97.2%	46.1%	20.0%	83.6%	51.5%	32.1%
55 - 64	397	392	390	163	70	357	195	162
%V	15.1%	15.3%	15.3%	14.1%	15.3%	16.1%	15.6%	16.8%
%H		98.7%	98.2%	41.1%	17.6%	89.9%	49.1%	40.8%
65+	492	487	484	167	59	425	165	260
%V	18.7%	19.0%	19.0%	14.5%	12.9%	19.2%	13.2%	27.0%
%H		99.0%	98.4%	33.9%	12.0%	86.4%	33.5%	52.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC North West
Individual level data
Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2637	2563	2552	1155	459	2214	1251	963
%H		97.2%	96.8%	43.8%	17.4%	84.0%	47.4%	36.5%
AB	578	572	569	298	80	482	284	198
%V	21.9%	22.3%	22.3%	25.8%	17.4%	21.8%	22.7%	20.6%
%H		99.0%	98.4%	51.6%	13.8%	83.4%	49.1%	34.3%
C1	731	703	700	323	146	600	362	238
%V	27.7%	27.4%	27.4%	28.0%	31.8%	27.1%	28.9%	24.7%
%H		96.2%	95.8%	44.2%	20.0%	82.1%	49.5%	32.6%
C2	619	604	603	271	127	543	331	211
%V	23.5%	23.6%	23.6%	23.5%	27.7%	24.5%	26.5%	21.9%
%H		97.6%	97.4%	43.8%	20.5%	87.7%	53.5%	34.1%
D	385	371	370	166	57	319	170	149
%V	14.6%	14.5%	14.5%	14.4%	12.4%	14.4%	13.6%	15.5%
%H		96.4%	96.1%	43.1%	14.8%	82.9%	44.2%	38.7%
E	324	314	311	97	49	270	103	167
%V	12.3%	12.3%	12.2%	8.4%	10.7%	12.2%	8.2%	17.3%
%H		96.9%	96.0%	29.9%	15.1%	83.3%	31.8%	51.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC North West
Individual level data
Table 10.27: Working Status (Males 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2637	2563	2552	1155	459	2214	1251	963
%H		97.2%	96.8%	43.8%	17.4%	84.0%	47.4%	36.5%
Working full time	1416	1380	1375	721	271	1171	775	395
%V	53.7%	53.8%	53.9%	62.4%	59.0%	52.9%	62.0%	41.0%
%H		97.5%	97.1%	50.9%	19.1%	82.7%	54.7%	27.9%
Working part time	107	104	103	47	14	90	48	42
%V	4.1%	4.1%	4.0%	4.1%	3.1%	4.1%	3.8%	4.4%
%H		97.2%	96.3%	43.9%	13.1%	84.1%	44.9%	39.3%
Not working	1115	1079	1074	387	174	953	427	526
%V	42.3%	42.1%	42.1%	33.5%	37.9%	43.0%	34.1%	54.6%
%H		96.8%	96.3%	34.7%	15.6%	85.5%	38.3%	47.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2738	2678	2673	1147	489	2323	1255	1068
%H		97.8%	97.6%	41.9%	17.9%	84.8%	45.8%	39.0%
16 - 19	160	156	156	74	35	136	85	50
%V	5.8%	5.8%	5.8%	6.5%	7.2%	5.9%	6.8%	4.7%
%H		97.5%	97.5%	46.3%	21.9%	85.0%	53.1%	31.3%
20 - 24	230	218	218	93	48	186	105	81
%V	8.4%	8.1%	8.2%	8.1%	9.8%	8.0%	8.4%	7.6%
%H		94.8%	94.8%	40.4%	20.9%	80.9%	45.7%	35.2%
25 - 34	414	399	399	214	79	316	206	110
%V	15.1%	14.9%	14.9%	18.7%	16.2%	13.6%	16.4%	10.3%
%H		96.4%	96.4%	51.7%	19.1%	76.3%	49.8%	26.6%
35 - 44	449	436	436	217	83	379	238	141
%V	16.4%	16.3%	16.3%	18.9%	17.0%	16.3%	19.0%	13.2%
%H		97.1%	97.1%	48.3%	18.5%	84.4%	53.0%	31.4%
45 - 54	481	472	470	231	104	409	267	142
%V	17.6%	17.6%	17.6%	20.1%	21.3%	17.6%	21.3%	13.3%
%H		98.1%	97.7%	48.0%	21.6%	85.0%	55.5%	29.5%
55 - 64	411	409	409	167	77	366	198	168
%V	15.0%	15.3%	15.3%	14.6%	15.7%	15.8%	15.8%	15.7%
%H		99.5%	99.5%	40.6%	18.7%	89.1%	48.2%	40.9%
65+	594	589	586	151	63	531	156	375
%V	21.7%	22.0%	21.9%	13.2%	12.9%	22.9%	12.4%	35.1%
%H		99.2%	98.7%	25.4%	10.6%	89.4%	26.3%	63.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2738	2678	2673	1147	489	2323	1255	1068
%H		97.8%	97.6%	41.9%	17.9%	84.8%	45.8%	39.0%
AB	574	566	566	284	87	481	279	202
%V	21.0%	21.1%	21.2%	24.8%	17.8%	20.7%	22.2%	18.9%
%H		98.6%	98.6%	49.5%	15.2%	83.8%	48.6%	35.2%
C1	815	791	791	356	157	670	383	286
%V	29.8%	29.5%	29.6%	31.0%	32.1%	28.8%	30.5%	26.8%
%H		97.1%	97.1%	43.7%	19.3%	82.2%	47.0%	35.1%
C2	538	530	529	227	125	477	291	186
%V	19.6%	19.8%	19.8%	19.8%	25.6%	20.5%	23.2%	17.4%
%H		98.5%	98.3%	42.2%	23.2%	88.7%	54.1%	34.6%
D	410	398	398	160	61	354	173	181
%V	15.0%	14.9%	14.9%	13.9%	12.5%	15.2%	13.8%	16.9%
%H		97.1%	97.1%	39.0%	14.9%	86.3%	42.2%	44.1%
E	401	392	389	121	59	341	128	214
%V	14.6%	14.6%	14.6%	10.5%	12.1%	14.7%	10.2%	20.0%
%H		97.8%	97.0%	30.2%	14.7%	85.0%	31.9%	53.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC North West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2738	2678	2673	1147	489	2323	1255	1068
%H		97.8%	97.6%	41.9%	17.9%	84.8%	45.8%	39.0%
Working full time	903	891	891	448	187	763	496	266
%V	33.0%	33.3%	33.3%	39.1%	38.2%	32.8%	39.5%	24.9%
%H		98.7%	98.7%	49.6%	20.7%	84.5%	54.9%	29.5%
Working part time	406	397	397	189	85	345	215	130
%V	14.8%	14.8%	14.9%	16.5%	17.4%	14.9%	17.1%	12.2%
%H		97.8%	97.8%	46.6%	20.9%	85.0%	53.0%	32.0%
Not working	1428	1390	1385	510	217	1215	543	672
%V	52.2%	51.9%	51.8%	44.5%	44.4%	52.3%	43.3%	62.9%
%H		97.3%	97.0%	35.7%	15.2%	85.1%	38.0%	47.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC Scotland

Household level data

Table 11.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2396	2318	2253	985	362	1719	806	912
%H (All HH)		96.7%	94.0%	41.1%	15.1%	71.7%	33.6%	38.1%
%H (TV HH)			97.2%	42.5%	15.6%	74.2%	34.8%	39.3%
AB	477	466	458	201	80	337	160	176
%V	19.9%	20.1%	20.3%	20.4%	22.1%	19.6%	19.9%	19.3%
%H (All HH)		97.7%	96.0%	42.1%	16.8%	70.6%	33.5%	36.9%
%H (TV HH)			98.3%	43.1%	17.2%	72.3%	34.3%	37.8%
C1	640	612	598	287	95	453	233	220
%V	26.7%	26.4%	26.5%	29.1%	26.2%	26.4%	28.9%	24.1%
%H (All HH)		95.6%	93.4%	44.8%	14.8%	70.8%	36.4%	34.4%
%H (TV HH)			97.7%	46.9%	15.5%	74.0%	38.1%	35.9%
C2	451	440	435	221	78	332	193	139
%V	18.8%	19.0%	19.3%	22.4%	21.5%	19.3%	23.9%	15.2%
%H (All HH)		97.6%	96.5%	49.0%	17.3%	73.6%	42.8%	30.8%
%H (TV HH)			98.9%	50.2%	17.7%	75.5%	43.9%	31.6%
D	431	417	404	163	61	310	131	179
%V	18.0%	18.0%	17.9%	16.5%	16.9%	18.0%	16.3%	19.6%
%H (All HH)		96.8%	93.7%	37.8%	14.2%	71.9%	30.4%	41.5%
%H (TV HH)			96.9%	39.1%	14.6%	74.3%	31.4%	42.9%
E	397	383	358	113	48	286	89	197
%V	16.6%	16.5%	15.9%	11.5%	13.3%	16.6%	11.0%	21.6%
%H (All HH)		96.5%	90.2%	28.5%	12.1%	72.0%	22.4%	49.6%
%H (TV HH)			93.5%	29.5%	12.5%	74.7%	23.2%	51.4%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Household level data

Table 11.2: Housewife Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2396	2318	2253	985	362	1719	806	912
%H (All HH)		96.7%	94.0%	41.1%	15.1%	71.7%	33.6%	38.1%
%H (TV HH)			97.2%	42.5%	15.6%	74.2%	34.8%	39.3%
Under 25	118	100	96	42	13	68	27	41
%V	4.9%	4.3%	4.3%	4.3%	3.6%	4.0%	3.3%	4.5%
%H (All HH)		84.7%	81.4%	35.6%	11.0%	57.6%	22.9%	34.7%
%H (TV HH)			96.0%	42.0%	13.0%	68.0%	27.0%	41.0%
25 - 34	369	342	333	170	58	234	129	105
%V	15.4%	14.8%	14.8%	17.3%	16.0%	13.6%	16.0%	11.5%
%H (All HH)		92.7%	90.2%	46.1%	15.7%	63.4%	35.0%	28.5%
%H (TV HH)			97.4%	49.7%	17.0%	68.4%	37.7%	30.7%
35 - 44	416	403	399	218	64	295	174	121
%V	17.4%	17.4%	17.7%	22.1%	17.7%	17.2%	21.6%	13.3%
%H (All HH)		96.9%	95.9%	52.4%	15.4%	70.9%	41.8%	29.1%
%H (TV HH)			99.0%	54.1%	15.9%	73.2%	43.2%	30.0%
45 - 54	470	459	451	215	82	344	189	156
%V	19.6%	19.8%	20.0%	21.8%	22.7%	20.0%	23.4%	17.1%
%H (All HH)		97.7%	96.0%	45.7%	17.4%	73.2%	40.2%	33.2%
%H (TV HH)			98.3%	46.8%	17.9%	74.9%	41.2%	34.0%
55 - 64	406	400	392	162	73	302	144	158
%V	16.9%	17.3%	17.4%	16.4%	20.2%	17.6%	17.9%	17.3%
%H (All HH)		98.5%	96.6%	39.9%	18.0%	74.4%	35.5%	38.9%
%H (TV HH)			98.0%	40.5%	18.3%	75.5%	36.0%	39.5%
65 +	616	613	583	179	72	475	143	332
%V	25.7%	26.4%	25.9%	18.2%	19.9%	27.6%	17.7%	36.4%
%H (All HH)		99.5%	94.6%	29.1%	11.7%	77.1%	23.2%	53.9%
%H (TV HH)			95.1%	29.2%	11.7%	77.5%	23.3%	54.2%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Household level data

Table 11.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2396	2318	2253	985	362	1719	806	912
%H (All HH)		96.7%	94.0%	41.1%	15.1%	71.7%	33.6%	38.1%
%H (TV HH)			97.2%	42.5%	15.6%	74.2%	34.8%	39.3%
1	896	851	807	243	118	626	181	446
%V	37.4%	36.7%	35.8%	24.7%	32.6%	36.4%	22.5%	48.9%
%H (All HH)		95.0%	90.1%	27.1%	13.2%	69.9%	20.2%	49.8%
%H (TV HH)			94.8%	28.6%	13.9%	73.6%	21.3%	52.4%
2	773	757	747	347	117	571	285	285
%V	32.3%	32.7%	33.2%	35.2%	32.3%	33.2%	35.4%	31.3%
%H (All HH)		97.9%	96.6%	44.9%	15.1%	73.9%	36.9%	36.9%
%H (TV HH)			98.7%	45.8%	15.5%	75.4%	37.6%	37.6%
3	334	328	321	164	63	242	148	94
%V	13.9%	14.2%	14.2%	16.6%	17.4%	14.1%	18.4%	10.3%
%H (All HH)		98.2%	96.1%	49.1%	18.9%	72.5%	44.3%	28.1%
%H (TV HH)			97.9%	50.0%	19.2%	73.8%	45.1%	28.7%
4	294	286	284	174	49	207	143	64
%V	12.3%	12.3%	12.6%	17.7%	13.5%	12.0%	17.7%	7.0%
%H (All HH)		97.3%	96.6%	59.2%	16.7%	70.4%	48.6%	21.8%
%H (TV HH)			99.3%	60.8%	17.1%	72.4%	50.0%	22.4%
5+	100	96	95	57	15	72	49	23
%V	4.2%	4.1%	4.2%	5.8%	4.1%	4.2%	6.1%	2.5%
%H (All HH)		96.0%	95.0%	57.0%	15.0%	72.0%	49.0%	23.0%
%H (TV HH)			99.0%	59.4%	15.6%	75.0%	51.0%	24.0%
Average HH size	2.15	2.16	2.18	2.46	2.26	2.15	2.51	1.84

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2396	2318	2253	985	362	1719	806	912
%H (All HH)		96.7%	94.0%	41.1%	15.1%	71.7%	33.6%	38.1%
%H (TV HH)			97.2%	42.5%	15.6%	74.2%	34.8%	39.3%
Without	1847	1778	1721	675	278	1329	558	771
%V	77.1%	76.7%	76.4%	68.5%	76.8%	77.3%	69.2%	84.5%
%H (All HH)		96.3%	93.2%	36.5%	15.1%	72.0%	30.2%	41.7%
%H (TV HH)			96.8%	38.0%	15.6%	74.7%	31.4%	43.4%
With	549	540	533	310	84	390	249	141
%V	22.9%	23.3%	23.7%	31.5%	23.2%	22.7%	30.9%	15.5%
%H (All HH)		98.4%	97.1%	56.5%	15.3%	71.0%	45.4%	25.7%
%H (TV HH)			98.7%	57.4%	15.6%	72.2%	46.1%	26.1%
0 - 3	196	190	186	105	32	129	80	49
%V	8.2%	8.2%	8.3%	10.7%	8.8%	7.5%	9.9%	5.4%
%H (All HH)		96.9%	94.9%	53.6%	16.3%	65.8%	40.8%	25.0%
%H (TV HH)			97.9%	55.3%	16.8%	67.9%	42.1%	25.8%
4 - 9	259	255	252	145	41	186	118	68
%V	10.8%	11.0%	11.2%	14.7%	11.3%	10.8%	14.6%	7.5%
%H (All HH)		98.5%	97.3%	56.0%	15.8%	71.8%	45.6%	26.3%
%H (TV HH)			98.8%	56.9%	16.1%	72.9%	46.3%	26.7%
10 - 15	262	259	257	153	40	199	134	65
%V	10.9%	11.2%	11.4%	15.5%	11.0%	11.6%	16.6%	7.1%
%H (All HH)		98.9%	98.1%	58.4%	15.3%	76.0%	51.1%	24.8%
%H (TV HH)			99.2%	59.1%	15.4%	76.8%	51.7%	25.1%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2396	2318	2253	985	362	1719	806	912
%H (All HH)		96.7%	94.0%	41.1%	15.1%	71.7%	33.6%	38.1%
%H (TV HH)			97.2%	42.5%	15.6%	74.2%	34.8%	39.3%
1	892	892	840	287	121	579	149	430
%V	37.2%	38.5%	37.3%	29.1%	33.4%	33.7%	18.5%	47.1%
%H (All HH)		100.0%	94.2%	32.2%	13.6%	64.9%	16.7%	48.2%
%H (TV HH)			94.2%	32.2%	13.6%	64.9%	16.7%	48.2%
2	801	801	791	346	131	612	295	317
%V	33.4%	34.6%	35.1%	35.1%	36.2%	35.6%	36.6%	34.8%
%H (All HH)		100.0%	98.8%	43.2%	16.4%	76.4%	36.8%	39.6%
%H (TV HH)			98.8%	43.2%	16.4%	76.4%	36.8%	39.6%
3	393	393	390	202	72	329	209	120
%V	16.4%	17.0%	17.3%	20.5%	19.9%	19.1%	25.9%	13.2%
%H (All HH)		100.0%	99.2%	51.4%	18.3%	83.7%	53.2%	30.5%
%H (TV HH)			99.2%	51.4%	18.3%	83.7%	53.2%	30.5%
4	155	155	155	93	28	131	95	36
%V	6.5%	6.7%	6.9%	9.4%	7.7%	7.6%	11.8%	3.9%
%H (All HH)		100.0%	100.0%	60.0%	18.1%	84.5%	61.3%	23.2%
%H (TV HH)			100.0%	60.0%	18.1%	84.5%	61.3%	23.2%
5+	77	77	77	57	11	66	57	9
%V	3.2%	3.3%	3.4%	5.8%	3.0%	3.8%	7.1%	1.0%
%H (All HH)		100.0%	100.0%	74.0%	14.3%	85.7%	74.0%	11.7%
%H (TV HH)			100.0%	74.0%	14.3%	85.7%	74.0%	11.7%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Household level data

Table 11.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2396	2318	2253	985	362	1719	806	912
%H (All HH)		96.7%	94.0%	41.1%	15.1%	71.7%	33.6%	38.1%
%H (TV HH)			97.2%	42.5%	15.6%	74.2%	34.8%	39.3%
Under 20"	874	874	854	394	131	699	366	333
%V	36.5%	37.7%	37.9%	40.0%	36.2%	40.7%	45.4%	36.5%
%H (All HH)		100.0%	97.7%	45.1%	15.0%	80.0%	41.9%	38.1%
%H (TV HH)			97.7%	45.1%	15.0%	80.0%	41.9%	38.1%
20" - 29"	1046	1046	1009	413	158	803	362	441
%V	43.7%	45.1%	44.8%	41.9%	43.6%	46.7%	44.9%	48.4%
%H (All HH)		100.0%	96.5%	39.5%	15.1%	76.8%	34.6%	42.2%
%H (TV HH)			96.5%	39.5%	15.1%	76.8%	34.6%	42.2%
30" - 39"	1183	1183	1170	553	200	901	479	422
%V	49.4%	51.0%	51.9%	56.1%	55.2%	52.4%	59.4%	46.3%
%H (All HH)		100.0%	98.9%	46.7%	16.9%	76.2%	40.5%	35.7%
%H (TV HH)			98.9%	46.7%	16.9%	76.2%	40.5%	35.7%
40" and over	733	733	731	421	131	547	363	184
%V	30.6%	31.6%	32.4%	42.7%	36.2%	31.8%	45.0%	20.2%
%H (All HH)		100.0%	99.7%	57.4%	17.9%	74.6%	49.5%	25.1%
%H (TV HH)			99.7%	57.4%	17.9%	74.6%	49.5%	25.1%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2396	2318	2253	985	362	1719	806	912
%H (All HH)		96.7%	94.0%	41.1%	15.1%	71.7%	33.6%	38.1%
%H (TV HH)			97.2%	42.5%	15.6%	74.2%	34.8%	39.3%
Main living room	2291	2291	2228	974	359	1700	798	902
%V	95.6%	98.8%	98.9%	98.9%	99.2%	98.9%	99.0%	98.9%
%H (All HH)		100.0%	97.3%	42.5%	15.7%	74.2%	34.8%	39.4%
%H (TV HH)			97.3%	42.5%	15.7%	74.2%	34.8%	39.4%
Kitchen	311	311	308	151	43	260	146	114
%V	13.0%	13.4%	13.7%	15.3%	11.9%	15.1%	18.1%	12.5%
%H (All HH)		100.0%	99.0%	48.6%	13.8%	83.6%	46.9%	36.7%
%H (TV HH)			99.0%	48.6%	13.8%	83.6%	46.9%	36.7%
Adult's bedroom	1116	1116	1108	564	196	899	543	356
%V	46.6%	48.1%	49.2%	57.3%	54.1%	52.3%	67.4%	39.0%
%H (All HH)		100.0%	99.3%	50.5%	17.6%	80.6%	48.7%	31.9%
%H (TV HH)			99.3%	50.5%	17.6%	80.6%	48.7%	31.9%
Child's bedroom	239	239	239	145	44	197	146	51
%V	10.0%	10.3%	10.6%	14.7%	12.2%	11.5%	18.1%	5.6%
%H (All HH)		100.0%	100.0%	60.7%	18.4%	82.4%	61.1%	21.3%
%H (TV HH)			100.0%	60.7%	18.4%	82.4%	61.1%	21.3%
Other bedroom	79	79	78	40	16	64	42	22
%V	3.3%	3.4%	3.5%	4.1%	4.4%	3.7%	5.2%	2.4%
%H (All HH)		100.0%	98.7%	50.6%	20.3%	81.0%	53.2%	27.8%
%H (TV HH)			98.7%	50.6%	20.3%	81.0%	53.2%	27.8%
Second living/dining room	188	188	187	107	25	150	95	55
%V	7.8%	8.1%	8.3%	10.9%	6.9%	8.7%	11.8%	6.0%
%H (All HH)		100.0%	99.5%	56.9%	13.3%	79.8%	50.5%	29.3%
%H (TV HH)			99.5%	56.9%	13.3%	79.8%	50.5%	29.3%
Study/office	50	50	50	24	8	39	20	18
%V	2.1%	2.2%	2.2%	2.4%	2.2%	2.3%	2.5%	2.0%
%H (All HH)		100.0%	100.0%	48.0%	16.0%	78.0%	40.0%	36.0%
%H (TV HH)			100.0%	48.0%	16.0%	78.0%	40.0%	36.0%
TV room	24	24	24	14	4	18	12	6
%V	1.0%	1.0%	1.1%	1.4%	1.1%	1.0%	1.5%	0.7%
%H (All HH)		100.0%	100.0%	58.3%	16.7%	75.0%	50.0%	25.0%
%H (TV HH)			100.0%	58.3%	16.7%	75.0%	50.0%	25.0%
No specific location	6	6	6	2	1	4	2	2
%V	0.3%	0.3%	0.3%	0.2%	0.3%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	100.0%	33.3%	16.7%	66.7%	33.3%	33.3%
%H (TV HH)			100.0%	33.3%	16.7%	66.7%	33.3%	33.3%
Other	11	11	11	6	1	8	4	3
%V	0.5%	0.5%	0.5%	0.6%	0.3%	0.5%	0.5%	0.3%
%H (All HH)		100.0%	100.0%	54.5%	9.1%	72.7%	36.4%	27.3%
%H (TV HH)			100.0%	54.5%	9.1%	72.7%	36.4%	27.3%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Household level data

Table 11.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2396	2318	2253	985	362	1719	806	912
%H (All HH)		96.7%	94.0%	41.1%	15.1%	71.7%	33.6%	38.1%
%H (TV HH)			97.2%	42.5%	15.6%	74.2%	34.8%	39.3%
PVR	1094	1094	1093	745	167	770	583	187
%V	45.7%	47.2%	48.5%	75.6%	46.1%	44.8%	72.3%	20.5%
%H (All HH)		100.0%	99.9%	68.1%	15.3%	70.4%	53.3%	17.1%
%H (TV HH)			99.9%	68.1%	15.3%	70.4%	53.3%	17.1%
DVDR	361	361	355	176	53	273	147	126
%V	15.1%	15.6%	15.8%	17.9%	14.6%	15.9%	18.2%	13.8%
%H (All HH)		100.0%	98.3%	48.8%	14.7%	75.6%	40.7%	34.9%
%H (TV HH)			98.3%	48.8%	14.7%	75.6%	40.7%	34.9%
VCR	354	354	339	118	72	263	114	149
%V	14.8%	15.3%	15.0%	12.0%	19.9%	15.3%	14.1%	16.3%
%H (All HH)		100.0%	95.8%	33.3%	20.3%	74.3%	32.2%	42.1%
%H (TV HH)			95.8%	33.3%	20.3%	74.3%	32.2%	42.1%
Any recorder	1461	1461	1441	825	233	1052	662	390
%V	61.0%	63.0%	64.0%	83.8%	64.4%	61.2%	82.1%	42.8%
%H (All HH)		100.0%	98.6%	56.5%	15.9%	72.0%	45.3%	26.7%
%H (TV HH)			98.6%	56.5%	15.9%	72.0%	45.3%	26.7%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Household level data

Table 11.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2396	2318	2253	985	362	1719	806	912
%H (All HH)		96.7%	94.0%	41.1%	15.1%	71.7%	33.6%	38.1%
%H (TV HH)			97.2%	42.5%	15.6%	74.2%	34.8%	39.3%
Receives HDTV (via STB or built-in reception)	801	801	801	473	188	573	426	148
%V	33.4%	34.6%	35.6%	48.0%	51.9%	33.3%	52.9%	16.2%
%H (All HH)		100.0%	100.0%	59.1%	23.5%	71.5%	53.2%	18.5%
%H (TV HH)			100.0%	59.1%	23.5%	71.5%	53.2%	18.5%
DVD/Blu-ray player or recorder	1875	1875	1849	851	317	1406	718	688
%V	78.3%	80.9%	82.1%	86.4%	87.6%	81.8%	89.1%	75.4%
%H (All HH)		100.0%	98.6%	45.4%	16.9%	75.0%	38.3%	36.7%
%H (TV HH)			98.6%	45.4%	16.9%	75.0%	38.3%	36.7%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2396	2318	2253	985	362	1719	806	912
%H (All HH)		96.7%	94.0%	41.1%	15.1%	71.7%	33.6%	38.1%
%H (TV HH)			97.2%	42.5%	15.6%	74.2%	34.8%	39.3%
Has PC or Laptop	1706	1645	1625	817	293	1203	681	523
%V	71.2%	71.0%	72.1%	82.9%	80.9%	70.0%	84.5%	57.3%
%H (All HH)		96.4%	95.3%	47.9%	17.2%	70.5%	39.9%	30.7%
%H (TV HH)			98.8%	49.7%	17.8%	73.1%	41.4%	31.8%
Has broadband internet	1586	1533	1516	777	280	1118	652	466
%V	66.2%	66.1%	67.3%	78.9%	77.3%	65.0%	80.9%	51.1%
%H (All HH)		96.7%	95.6%	49.0%	17.7%	70.5%	41.1%	29.4%
%H (TV HH)			98.9%	50.7%	18.3%	72.9%	42.5%	30.4%

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4699	4620	2260	766	3666	2051	1615
%H		98.3%	48.1%	16.3%	78.0%	43.6%	34.4%
Under 20"	1166	1144	556	180	945	533	413
%V	24.8%	24.8%	24.6%	23.5%	25.8%	26.0%	25.6%
%H		98.1%	47.7%	15.4%	81.0%	45.7%	35.4%
20" - 29"	1292	1254	531	203	1016	489	526
%V	27.5%	27.1%	23.5%	26.5%	27.7%	23.8%	32.6%
%H		97.1%	41.1%	15.7%	78.6%	37.8%	40.7%
30" - 39"	1387	1373	676	237	1066	599	466
%V	29.5%	29.7%	29.9%	30.9%	29.1%	29.2%	28.9%
%H		99.0%	48.7%	17.1%	76.9%	43.2%	33.6%
40" and over	818	817	484	142	614	418	196
%V	17.4%	17.7%	21.4%	18.5%	16.7%	20.4%	12.1%
%H		99.9%	59.2%	17.4%	75.1%	51.1%	24.0%
Don't know	35	33	13	5	25	11	14
%V	0.7%	0.7%	0.6%	0.7%	0.7%	0.5%	0.9%
%H		94.3%	37.1%	14.3%	71.4%	31.4%	40.0%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4699	4620	2260	766	3666	2051	1615
%H		98.3%	48.1%	16.3%	78.0%	43.6%	34.4%
Main living room	2312	2248	983	364	1714	806	908
%V	49.2%	48.7%	43.5%	47.5%	46.8%	39.3%	56.2%
%H		97.2%	42.5%	15.7%	74.1%	34.9%	39.3%
Kitchen	313	311	153	43	262	148	115
%V	6.7%	6.7%	6.8%	5.6%	7.1%	7.2%	7.1%
%H		99.4%	48.9%	13.7%	83.7%	47.3%	36.7%
Adult's bedroom	1388	1380	724	246	1139	717	422
%V	29.5%	29.9%	32.0%	32.1%	31.1%	35.0%	26.1%
%H		99.4%	52.2%	17.7%	82.1%	51.7%	30.4%
Child's bedroom	314	314	195	57	258	195	63
%V	6.7%	6.8%	8.6%	7.4%	7.0%	9.5%	3.9%
%H		100.0%	62.1%	18.2%	82.2%	62.1%	20.1%
Other bedroom	86	85	45	16	70	46	23
%V	1.8%	1.8%	2.0%	2.1%	1.9%	2.2%	1.4%
%H		98.8%	52.3%	18.6%	81.4%	53.5%	26.7%
Second living/dining room	193	192	111	26	154	99	55
%V	4.1%	4.2%	4.9%	3.4%	4.2%	4.8%	3.4%
%H		99.5%	57.5%	13.5%	79.8%	51.3%	28.5%
Study/office	51	50	25	8	39	21	18
%V	1.1%	1.1%	1.1%	1.0%	1.1%	1.0%	1.1%
%H		98.0%	49.0%	15.7%	76.5%	41.2%	35.3%
TV room	24	24	15	4	18	13	6
%V	0.5%	0.5%	0.7%	0.5%	0.5%	0.6%	0.4%
%H		100.0%	62.5%	16.7%	75.0%	54.2%	25.0%
No specific location	6	6	2	1	4	2	2
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	33.3%	16.7%	66.7%	33.3%	33.3%
Other	11	11	7	1	8	5	3
%V	0.2%	0.2%	0.3%	0.1%	0.2%	0.2%	0.2%
%H		100.0%	63.6%	9.1%	72.7%	45.5%	27.3%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4699	4620	2260	766	3666	2051	1615
%H		98.3%	48.1%	16.3%	78.0%	43.6%	34.4%
PVR	1415	1414	1019	197	980	772	208
%V	30.1%	30.6%	45.1%	25.7%	26.7%	37.6%	12.9%
%H		99.9%	72.0%	13.9%	69.3%	54.6%	14.7%
DVDR	442	435	224	65	342	195	147
%V	9.4%	9.4%	9.9%	8.5%	9.3%	9.5%	9.1%
%H		98.4%	50.7%	14.7%	77.4%	44.1%	33.3%
VCR	405	388	133	89	306	138	167
%V	8.6%	8.4%	5.9%	11.6%	8.3%	6.7%	10.3%
%H		95.8%	32.8%	22.0%	75.6%	34.1%	41.2%
Any recorder	1963	1942	1193	301	1415	954	461
%V	41.8%	42.0%	52.8%	39.3%	38.6%	46.5%	28.5%
%H		98.9%	60.8%	15.3%	72.1%	48.6%	23.5%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	4699	4620	2260	766	3666	2051	1615
%H		98.3%	48.1%	16.3%	78.0%	43.6%	34.4%
Receives HDTV (via STB or built-in reception)	1027	1027	615	238	743	562	181
%V	21.9%	22.2%	27.2%	31.1%	20.3%	27.4%	11.2%
%H		100.0%	59.9%	23.2%	72.3%	54.7%	17.6%
DVD/Blu-ray player or recorder	2848	2819	1404	500	2208	1279	929
%V	60.6%	61.0%	62.1%	65.3%	60.2%	62.4%	57.5%
%H		99.0%	49.3%	17.6%	77.5%	44.9%	32.6%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2316	2252	985	361	1717	805	912
%H		97.2%	42.5%	15.6%	74.1%	34.8%	39.4%
Under 20"	88	77	16	6	60	5	55
%V	3.8%	3.4%	1.6%	1.7%	3.5%	0.6%	6.0%
%H		87.5%	18.2%	6.8%	68.2%	5.7%	62.5%
20" - 29"	562	527	157	72	408	110	298
%V	24.3%	23.4%	15.9%	19.9%	23.8%	13.7%	32.7%
%H		93.8%	27.9%	12.8%	72.6%	19.6%	53.0%
30" - 39"	941	927	400	155	714	340	375
%V	40.6%	41.2%	40.6%	42.9%	41.6%	42.2%	41.1%
%H		98.5%	42.5%	16.5%	75.9%	36.1%	39.9%
40" and over	708	706	406	127	525	347	178
%V	30.6%	31.3%	41.2%	35.2%	30.6%	43.1%	19.5%
%H		99.7%	57.3%	17.9%	74.2%	49.0%	25.1%
Don't know	17	14	6	2	10	3	7
%V	0.7%	0.6%	0.6%	0.6%	0.6%	0.4%	0.8%
%H		82.4%	35.3%	11.8%	58.8%	17.6%	41.2%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2316	2252	985	361	1717	805	912
%H		97.2%	42.5%	15.6%	74.1%	34.8%	39.4%
PVR	1059	1058	728	159	742	565	177
%V	45.7%	47.0%	73.9%	44.0%	43.2%	70.2%	19.4%
%H		99.9%	68.7%	15.0%	70.1%	53.4%	16.7%
DVDR	304	299	141	46	226	114	113
%V	13.1%	13.3%	14.3%	12.7%	13.2%	14.2%	12.4%
%H		98.4%	46.4%	15.1%	74.3%	37.5%	37.2%
VCR	291	275	85	61	211	82	130
%V	12.6%	12.2%	8.6%	16.9%	12.3%	10.2%	14.3%
%H		94.5%	29.2%	21.0%	72.5%	28.2%	44.7%
Any recorder	1399	1379	802	218	999	634	365
%V	60.4%	61.2%	81.4%	60.4%	58.2%	78.8%	40.0%
%H		98.6%	57.3%	15.6%	71.4%	45.3%	26.1%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2316	2252	985	361	1717	805	912
%H		97.2%	42.5%	15.6%	74.1%	34.8%	39.4%
Receives HDTV (via STB or built-in reception)	770	770	452	182	551	410	141
%V	33.2%	34.2%	45.9%	50.4%	32.1%	50.9%	15.5%
%H		100.0%	58.7%	23.6%	71.6%	53.2%	18.3%
DVD/Blu-ray player or recorder	1740	1715	785	290	1299	653	647
%V	75.1%	76.2%	79.7%	80.3%	75.7%	81.1%	70.9%
%H		98.6%	45.1%	16.7%	74.7%	37.5%	37.2%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Set level data

Table 11.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2384	2369	1275	405	1948	1245	703
%H		99.4%	53.5%	17.0%	81.7%	52.2%	29.5%
Under 20"	1079	1068	539	174	885	527	358
%V	45.3%	45.1%	42.3%	43.0%	45.4%	42.3%	50.9%
%H		99.0%	50.0%	16.1%	82.0%	48.8%	33.2%
20" - 29"	730	727	374	130	607	379	228
%V	30.6%	30.7%	29.3%	32.1%	31.2%	30.4%	32.4%
%H		99.6%	51.2%	17.8%	83.2%	51.9%	31.2%
30" - 39"	446	445	277	82	352	260	92
%V	18.7%	18.8%	21.7%	20.2%	18.1%	20.9%	13.1%
%H		99.8%	62.1%	18.4%	78.9%	58.3%	20.6%
40" and over	111	111	78	15	89	71	18
%V	4.7%	4.7%	6.1%	3.7%	4.6%	5.7%	2.6%
%H		100.0%	70.3%	13.5%	80.2%	64.0%	16.2%
Don't know	18	18	7	4	15	8	7
%V	0.8%	0.8%	0.5%	1.0%	0.8%	0.6%	1.0%
%H		100.0%	38.9%	22.2%	83.3%	44.4%	38.9%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Set level data

Table 11.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2384	2369	1275	405	1948	1245	703
%H		99.4%	53.5%	17.0%	81.7%	52.2%	29.5%
PVR	355	355	291	38	238	207	31
%V	14.9%	15.0%	22.8%	9.4%	12.2%	16.6%	4.4%
%H		100.0%	82.0%	10.7%	67.0%	58.3%	8.7%
DVDR	137	136	84	19	116	82	34
%V	5.7%	5.7%	6.6%	4.7%	6.0%	6.6%	4.8%
%H		99.3%	61.3%	13.9%	84.7%	59.9%	24.8%
VCR	114	113	48	28	94	57	37
%V	4.8%	4.8%	3.8%	6.9%	4.8%	4.6%	5.3%
%H		99.1%	42.1%	24.6%	82.5%	50.0%	32.5%
Any recorder	564	563	391	83	416	320	96
%V	23.7%	23.8%	30.7%	20.5%	21.4%	25.7%	13.7%
%H		99.8%	69.3%	14.7%	73.8%	56.7%	17.0%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2384	2369	1275	405	1948	1245	703
%H		99.4%	53.5%	17.0%	81.7%	52.2%	29.5%
Receives HDTV (via STB or built-in reception)	256	256	163	56	193	152	41
%V	10.7%	10.8%	12.8%	13.8%	9.9%	12.2%	5.8%
%H		100.0%	63.7%	21.9%	75.4%	59.4%	16.0%
DVD/Blu-ray player or recorder	1108	1104	620	209	909	627	282
%V	46.5%	46.6%	48.6%	51.6%	46.7%	50.4%	40.1%
%H		99.6%	56.0%	18.9%	82.0%	56.6%	25.5%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5148	5000	4903	2429	820	3702	2024	1678
%H		97.1%	95.2%	47.2%	15.9%	71.9%	39.3%	32.6%
Total Children	904	887	876	513	140	638	410	228
%V	17.6%	17.7%	17.9%	21.1%	17.1%	17.2%	20.3%	13.6%
%H		98.1%	96.9%	56.7%	15.5%	70.6%	45.4%	25.2%
0 - 3	234	227	222	124	38	153	92	61
%V	4.5%	4.5%	4.5%	5.1%	4.6%	4.1%	4.5%	3.6%
%H		97.0%	94.9%	53.0%	16.2%	65.4%	39.3%	26.1%
4 - 15	670	660	654	389	102	485	318	167
%V	13.0%	13.2%	13.3%	16.0%	12.4%	13.1%	15.7%	10.0%
%H		98.5%	97.6%	58.1%	15.2%	72.4%	47.5%	24.9%
4 - 9	334	328	325	189	51	233	146	87
%V	6.5%	6.6%	6.6%	7.8%	6.2%	6.3%	7.2%	5.2%
%H		98.2%	97.3%	56.6%	15.3%	69.8%	43.7%	26.0%
10 - 15	336	332	330	200	50	252	172	80
%V	6.5%	6.6%	6.7%	8.2%	6.1%	6.8%	8.5%	4.8%
%H		98.8%	98.2%	59.5%	14.9%	75.0%	51.2%	23.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5148	5000	4903	2429	820	3702	2024	1678
%H		97.1%	95.2%	47.2%	15.9%	71.9%	39.3%	32.6%
Total Adults (16+)	4244	4113	4027	1916	680	3065	1615	1450
%V	82.4%	82.3%	82.1%	78.9%	82.9%	82.8%	79.8%	86.4%
%H		96.9%	94.9%	45.1%	16.0%	72.2%	38.1%	34.2%
16 - 19	242	232	229	129	35	181	114	67
%V	4.7%	4.6%	4.7%	5.3%	4.3%	4.9%	5.6%	4.0%
%H		95.9%	94.6%	53.3%	14.5%	74.8%	47.1%	27.7%
20 - 24	348	311	301	151	56	227	131	96
%V	6.8%	6.2%	6.1%	6.2%	6.8%	6.1%	6.5%	5.7%
%H		89.4%	86.5%	43.4%	16.1%	65.2%	37.6%	27.6%
25 - 34	671	631	617	319	121	435	256	180
%V	13.0%	12.6%	12.6%	13.1%	14.8%	11.8%	12.6%	10.7%
%H		94.0%	92.0%	47.5%	18.0%	64.8%	38.2%	26.8%
35 - 44	698	679	672	380	108	492	302	190
%V	13.6%	13.6%	13.7%	15.6%	13.2%	13.3%	14.9%	11.3%
%H		97.3%	96.3%	54.4%	15.5%	70.5%	43.3%	27.2%
45 - 54	775	761	751	382	131	572	330	241
%V	15.1%	15.2%	15.3%	15.7%	16.0%	15.5%	16.3%	14.4%
%H		98.2%	96.9%	49.3%	16.9%	73.8%	42.6%	31.1%
55 - 64	655	648	638	285	121	489	254	235
%V	12.7%	13.0%	13.0%	11.7%	14.8%	13.2%	12.5%	14.0%
%H		98.9%	97.4%	43.5%	18.5%	74.7%	38.8%	35.9%
65+	855	852	818	271	108	668	227	441
%V	16.6%	17.0%	16.7%	11.2%	13.2%	18.0%	11.2%	26.3%
%H		99.6%	95.7%	31.7%	12.6%	78.1%	26.5%	51.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4244	4113	4027	1916	680	3065	1615	1450
%H		96.9%	94.9%	45.1%	16.0%	72.2%	38.1%	34.2%
AB	926	906	893	419	157	657	340	317
%V	21.8%	22.0%	22.2%	21.9%	23.1%	21.4%	21.1%	21.9%
%H		97.8%	96.4%	45.2%	17.0%	71.0%	36.7%	34.2%
C1	1172	1116	1097	580	187	826	488	338
%V	27.6%	27.1%	27.2%	30.3%	27.5%	26.9%	30.2%	23.3%
%H		95.2%	93.6%	49.5%	16.0%	70.5%	41.6%	28.8%
C2	877	861	854	448	153	659	400	259
%V	20.7%	20.9%	21.2%	23.4%	22.5%	21.5%	24.8%	17.9%
%H		98.2%	97.4%	51.1%	17.4%	75.1%	45.6%	29.5%
D	751	729	709	312	117	541	258	283
%V	17.7%	17.7%	17.6%	16.3%	17.2%	17.7%	16.0%	19.5%
%H		97.1%	94.4%	41.5%	15.6%	72.0%	34.4%	37.7%
E	518	501	472	156	67	382	130	252
%V	12.2%	12.2%	11.7%	8.1%	9.9%	12.5%	8.0%	17.4%
%H		96.7%	91.1%	30.1%	12.9%	73.7%	25.1%	48.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Scotland
Individual level data
Table 11.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4244	4113	4027	1916	680	3065	1615	1450
%H		96.9%	94.9%	45.1%	16.0%	72.2%	38.1%	34.2%
Working full time	1895	1848	1831	1010	320	1340	830	510
%V	44.7%	44.9%	45.5%	52.7%	47.1%	43.7%	51.4%	35.2%
%H		97.5%	96.6%	53.3%	16.9%	70.7%	43.8%	26.9%
Working part time	425	417	412	215	73	313	187	126
%V	10.0%	10.1%	10.2%	11.2%	10.7%	10.2%	11.6%	8.7%
%H		98.1%	96.9%	50.6%	17.2%	73.6%	44.0%	29.6%
Not working	1923	1848	1784	691	288	1412	598	814
%V	45.3%	44.9%	44.3%	36.1%	42.4%	46.1%	37.0%	56.1%
%H		96.1%	92.8%	35.9%	15.0%	73.4%	31.1%	42.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2033	1961	1922	948	328	1444	789	655
%H		96.5%	94.5%	46.6%	16.1%	71.0%	38.8%	32.2%
16 - 19	123	118	118	68	18	91	58	33
%V	6.1%	6.0%	6.1%	7.2%	5.5%	6.3%	7.4%	5.0%
%H		95.9%	95.9%	55.3%	14.6%	74.0%	47.2%	26.8%
20 - 24	174	156	152	82	24	116	70	46
%V	8.6%	8.0%	7.9%	8.6%	7.3%	8.0%	8.9%	7.0%
%H		89.7%	87.4%	47.1%	13.8%	66.7%	40.2%	26.4%
25 - 34	338	315	308	158	65	215	129	86
%V	16.6%	16.1%	16.0%	16.7%	19.8%	14.9%	16.3%	13.1%
%H		93.2%	91.1%	46.7%	19.2%	63.6%	38.2%	25.4%
35 - 44	335	323	318	175	55	232	141	91
%V	16.5%	16.5%	16.5%	18.5%	16.8%	16.1%	17.9%	13.9%
%H		96.4%	94.9%	52.2%	16.4%	69.3%	42.1%	27.2%
45 - 54	372	364	359	187	58	270	154	116
%V	18.3%	18.6%	18.7%	19.7%	17.7%	18.7%	19.5%	17.7%
%H		97.8%	96.5%	50.3%	15.6%	72.6%	41.4%	31.2%
55 - 64	318	313	308	142	55	236	125	111
%V	15.6%	16.0%	16.0%	15.0%	16.8%	16.3%	15.8%	16.9%
%H		98.4%	96.9%	44.7%	17.3%	74.2%	39.3%	34.9%
65+	375	373	360	135	53	285	112	173
%V	18.4%	19.0%	18.7%	14.2%	16.2%	19.7%	14.2%	26.4%
%H		99.5%	96.0%	36.0%	14.1%	76.0%	29.9%	46.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2033	1961	1922	948	328	1444	789	655
%H		96.5%	94.5%	46.6%	16.1%	71.0%	38.8%	32.2%
AB	468	457	450	215	84	325	173	152
%V	23.0%	23.3%	23.4%	22.7%	25.6%	22.5%	21.9%	23.2%
%H		97.6%	96.2%	45.9%	17.9%	69.4%	37.0%	32.5%
C1	514	488	480	275	80	360	231	129
%V	25.3%	24.9%	25.0%	29.0%	24.4%	24.9%	29.3%	19.7%
%H		94.9%	93.4%	53.5%	15.6%	70.0%	44.9%	25.1%
C2	487	476	472	246	84	363	218	145
%V	24.0%	24.3%	24.6%	25.9%	25.6%	25.1%	27.6%	22.1%
%H		97.7%	96.9%	50.5%	17.2%	74.5%	44.8%	29.8%
D	360	345	335	151	53	249	118	131
%V	17.7%	17.6%	17.4%	15.9%	16.2%	17.2%	15.0%	20.0%
%H		95.8%	93.1%	41.9%	14.7%	69.2%	32.8%	36.4%
E	205	196	185	60	28	148	50	98
%V	10.1%	10.0%	9.6%	6.3%	8.5%	10.2%	6.3%	15.0%
%H		95.6%	90.2%	29.3%	13.7%	72.2%	24.4%	47.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Scotland
Individual level data
Table 11.27: Working Status (Males 16+)
Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2033	1961	1922	948	328	1444	789	655
%H		96.5%	94.5%	46.6%	16.1%	71.0%	38.8%	32.2%
Working full time	1157	1125	1112	624	191	806	503	303
%V	56.9%	57.4%	57.9%	65.8%	58.2%	55.8%	63.8%	46.3%
%H		97.2%	96.1%	53.9%	16.5%	69.7%	43.5%	26.2%
Working part time	71	68	66	30	12	54	30	24
%V	3.5%	3.5%	3.4%	3.2%	3.7%	3.7%	3.8%	3.7%
%H		95.8%	93.0%	42.3%	16.9%	76.1%	42.3%	33.8%
Not working	805	768	743	294	125	584	255	328
%V	39.6%	39.2%	38.7%	31.0%	38.1%	40.4%	32.3%	50.1%
%H		95.4%	92.3%	36.5%	15.5%	72.5%	31.7%	40.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2210	2152	2105	968	352	1620	826	794
%H		97.4%	95.2%	43.8%	15.9%	73.3%	37.4%	35.9%
16 - 19	119	114	112	60	17	90	55	35
%V	5.4%	5.3%	5.3%	6.2%	4.8%	5.6%	6.7%	4.4%
%H		95.8%	94.1%	50.4%	14.3%	75.6%	46.2%	29.4%
20 - 24	174	154	149	69	32	111	62	50
%V	7.9%	7.2%	7.1%	7.1%	9.1%	6.9%	7.5%	6.3%
%H		88.5%	85.6%	39.7%	18.4%	63.8%	35.6%	28.7%
25 - 34	333	316	309	161	55	220	127	93
%V	15.1%	14.7%	14.7%	16.6%	15.6%	13.6%	15.4%	11.7%
%H		94.9%	92.8%	48.3%	16.5%	66.1%	38.1%	27.9%
35 - 44	363	357	354	205	53	261	161	100
%V	16.4%	16.6%	16.8%	21.2%	15.1%	16.1%	19.5%	12.6%
%H		98.3%	97.5%	56.5%	14.6%	71.9%	44.4%	27.5%
45 - 54	403	397	392	195	74	301	176	125
%V	18.2%	18.4%	18.6%	20.1%	21.0%	18.6%	21.3%	15.7%
%H		98.5%	97.3%	48.4%	18.4%	74.7%	43.7%	31.0%
55 - 64	337	335	330	143	65	253	129	124
%V	15.2%	15.6%	15.7%	14.8%	18.5%	15.6%	15.6%	15.6%
%H		99.4%	97.9%	42.4%	19.3%	75.1%	38.3%	36.8%
65+	481	479	458	136	55	383	115	268
%V	21.8%	22.3%	21.8%	14.0%	15.6%	23.6%	13.9%	33.8%
%H		99.6%	95.2%	28.3%	11.4%	79.6%	23.9%	55.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2210	2152	2105	968	352	1620	826	794
%H		97.4%	95.2%	43.8%	15.9%	73.3%	37.4%	35.9%
AB	458	449	443	204	73	333	167	166
%V	20.7%	20.9%	21.0%	21.1%	20.7%	20.6%	20.2%	20.9%
%H		98.0%	96.7%	44.5%	15.9%	72.7%	36.5%	36.2%
C1	658	629	617	305	107	466	257	209
%V	29.8%	29.2%	29.3%	31.5%	30.4%	28.8%	31.1%	26.3%
%H		95.6%	93.8%	46.4%	16.3%	70.8%	39.1%	31.8%
C2	390	385	383	202	69	296	182	114
%V	17.6%	17.9%	18.2%	20.9%	19.6%	18.3%	22.0%	14.4%
%H		98.7%	98.2%	51.8%	17.7%	75.9%	46.7%	29.2%
D	391	384	374	160	64	292	140	152
%V	17.7%	17.8%	17.8%	16.5%	18.2%	18.0%	16.9%	19.1%
%H		98.2%	95.7%	40.9%	16.4%	74.7%	35.8%	38.9%
E	313	306	288	96	39	234	80	154
%V	14.2%	14.2%	13.7%	9.9%	11.1%	14.4%	9.7%	19.4%
%H		97.8%	92.0%	30.7%	12.5%	74.8%	25.6%	49.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Scotland

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2210	2152	2105	968	352	1620	826	794
%H		97.4%	95.2%	43.8%	15.9%	73.3%	37.4%	35.9%
Working full time	737	723	718	386	129	533	326	207
%V	33.3%	33.6%	34.1%	39.9%	36.6%	32.9%	39.5%	26.1%
%H		98.1%	97.4%	52.4%	17.5%	72.3%	44.2%	28.1%
Working part time	354	349	346	185	61	259	157	102
%V	16.0%	16.2%	16.4%	19.1%	17.3%	16.0%	19.0%	12.8%
%H		98.6%	97.7%	52.3%	17.2%	73.2%	44.4%	28.8%
Not working	1119	1080	1041	397	163	828	343	486
%V	50.6%	50.2%	49.5%	41.0%	46.3%	51.1%	41.5%	61.2%
%H		96.5%	93.0%	35.5%	14.6%	74.0%	30.7%	43.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC Ulster

Household level data

Table 12.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	718	701	604	324	57	372	149	223
%H (All HH)		97.6%	84.1%	45.1%	7.9%	51.8%	20.8%	31.1%
%H (TV HH)			86.2%	46.2%	8.1%	53.1%	21.3%	31.8%
AB	132	130	120	65	13	75	33	42
%V	18.4%	18.5%	19.9%	20.1%	22.8%	20.2%	22.1%	18.8%
%H (All HH)		98.5%	90.9%	49.2%	9.8%	56.8%	25.0%	31.8%
%H (TV HH)			92.3%	50.0%	10.0%	57.7%	25.4%	32.3%
C1	179	175	156	88	15	98	45	53
%V	24.9%	25.0%	25.8%	27.2%	26.3%	26.3%	30.2%	23.8%
%H (All HH)		97.8%	87.2%	49.2%	8.4%	54.7%	25.1%	29.6%
%H (TV HH)			89.1%	50.3%	8.6%	56.0%	25.7%	30.3%
C2	149	146	130	72	10	82	34	48
%V	20.8%	20.8%	21.5%	22.2%	17.5%	22.0%	22.8%	21.5%
%H (All HH)		98.0%	87.2%	48.3%	6.7%	55.0%	22.8%	32.2%
%H (TV HH)			89.0%	49.3%	6.8%	56.2%	23.3%	32.9%
D	126	121	104	56	9	63	24	39
%V	17.5%	17.3%	17.2%	17.3%	15.8%	16.9%	16.1%	17.5%
%H (All HH)		96.0%	82.5%	44.4%	7.1%	50.0%	19.0%	31.0%
%H (TV HH)			86.0%	46.3%	7.4%	52.1%	19.8%	32.2%
E	131	128	94	42	11	54	13	40
%V	18.2%	18.3%	15.6%	13.0%	19.3%	14.5%	8.7%	17.9%
%H (All HH)		97.7%	71.8%	32.1%	8.4%	41.2%	9.9%	30.5%
%H (TV HH)			73.4%	32.8%	8.6%	42.2%	10.2%	31.3%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Ulster

Household level data

Table 12.2: Housewife Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	718	701	604	324	57	372	149	223
%H (All HH)		97.6%	84.1%	45.1%	7.9%	51.8%	20.8%	31.1%
%H (TV HH)			86.2%	46.2%	8.1%	53.1%	21.3%	31.8%
Under 25	33	30	26	12	4	14	6	9
%V	4.6%	4.3%	4.3%	3.7%	7.0%	3.8%	4.0%	4.0%
%H (All HH)		90.9%	78.8%	36.4%	12.1%	42.4%	18.2%	27.3%
%H (TV HH)			86.7%	40.0%	13.3%	46.7%	20.0%	30.0%
25 - 34	116	113	105	63	13	55	26	30
%V	16.2%	16.1%	17.4%	19.4%	22.8%	14.8%	17.4%	13.5%
%H (All HH)		97.4%	90.5%	54.3%	11.2%	47.4%	22.4%	25.9%
%H (TV HH)			92.9%	55.8%	11.5%	48.7%	23.0%	26.5%
35 - 44	140	137	126	77	10	75	36	39
%V	19.5%	19.5%	20.9%	23.8%	17.5%	20.2%	24.2%	17.5%
%H (All HH)		97.9%	90.0%	55.0%	7.1%	53.6%	25.7%	27.9%
%H (TV HH)			92.0%	56.2%	7.3%	54.7%	26.3%	28.5%
45 - 54	146	143	131	72	12	83	37	47
%V	20.3%	20.4%	21.7%	22.2%	21.1%	22.3%	24.8%	21.1%
%H (All HH)		97.9%	89.7%	49.3%	8.2%	56.8%	25.3%	32.2%
%H (TV HH)			91.6%	50.3%	8.4%	58.0%	25.9%	32.9%
55 - 64	114	112	97	49	10	62	24	38
%V	15.9%	16.0%	16.1%	15.1%	17.5%	16.7%	16.1%	17.0%
%H (All HH)		98.2%	85.1%	43.0%	8.8%	54.4%	21.1%	33.3%
%H (TV HH)			86.6%	43.8%	8.9%	55.4%	21.4%	33.9%
65 +	168	165	118	50	8	82	22	60
%V	23.4%	23.5%	19.5%	15.4%	14.0%	22.0%	14.8%	26.9%
%H (All HH)		98.2%	70.2%	29.8%	4.8%	48.8%	13.1%	35.7%
%H (TV HH)			71.5%	30.3%	4.8%	49.7%	13.3%	36.4%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Ulster

Household level data

Table 12.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	718	701	604	324	57	372	149	223
%H (All HH)		97.6%	84.1%	45.1%	7.9%	51.8%	20.8%	31.1%
%H (TV HH)			86.2%	46.2%	8.1%	53.1%	21.3%	31.8%
1	219	209	153	56	15	99	18	81
%V	30.5%	29.8%	25.3%	17.3%	26.3%	26.6%	12.1%	36.3%
%H (All HH)		95.4%	69.9%	25.6%	6.8%	45.2%	8.2%	37.0%
%H (TV HH)			73.2%	26.8%	7.2%	47.4%	8.6%	38.8%
2	208	204	180	96	17	111	44	67
%V	29.0%	29.1%	29.8%	29.6%	29.8%	29.8%	29.5%	30.0%
%H (All HH)		98.1%	86.5%	46.2%	8.2%	53.4%	21.2%	32.2%
%H (TV HH)			88.2%	47.1%	8.3%	54.4%	21.6%	32.8%
3	108	108	101	60	12	59	28	30
%V	15.0%	15.4%	16.7%	18.5%	21.1%	15.9%	18.8%	13.5%
%H (All HH)		100.0%	93.5%	55.6%	11.1%	54.6%	25.9%	27.8%
%H (TV HH)			93.5%	55.6%	11.1%	54.6%	25.9%	27.8%
4	113	111	106	72	9	63	37	26
%V	15.7%	15.8%	17.5%	22.2%	15.8%	16.9%	24.8%	11.7%
%H (All HH)		98.2%	93.8%	63.7%	8.0%	55.8%	32.7%	23.0%
%H (TV HH)			95.5%	64.9%	8.1%	56.8%	33.3%	23.4%
5+	70	68	64	41	5	40	22	18
%V	9.7%	9.7%	10.6%	12.7%	8.8%	10.8%	14.8%	8.1%
%H (All HH)		97.1%	91.4%	58.6%	7.1%	57.1%	31.4%	25.7%
%H (TV HH)			94.1%	60.3%	7.4%	58.8%	32.4%	26.5%
Average HH size	2.49	2.51	2.63	2.89	2.57	2.59	3.05	2.28

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Ulster

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	718	701	604	324	57	372	149	223
%H (All HH)		97.6%	84.1%	45.1%	7.9%	51.8%	20.8%	31.1%
%H (TV HH)			86.2%	46.2%	8.1%	53.1%	21.3%	31.8%
Without	507	492	408	196	40	260	89	170
%V	70.6%	70.2%	67.5%	60.5%	70.2%	69.9%	59.7%	76.2%
%H (All HH)		97.0%	80.5%	38.7%	7.9%	51.3%	17.6%	33.5%
%H (TV HH)			82.9%	39.8%	8.1%	52.8%	18.1%	34.6%
With	211	209	196	128	17	112	60	52
%V	29.4%	29.8%	32.5%	39.5%	29.8%	30.1%	40.3%	23.3%
%H (All HH)		99.1%	92.9%	60.7%	8.1%	53.1%	28.4%	24.6%
%H (TV HH)			93.8%	61.2%	8.1%	53.6%	28.7%	24.9%
0 - 3	84	83	79	53	7	43	22	21
%V	11.7%	11.8%	13.1%	16.4%	12.3%	11.6%	14.8%	9.4%
%H (All HH)		98.8%	94.0%	63.1%	8.3%	51.2%	26.2%	25.0%
%H (TV HH)			95.2%	63.9%	8.4%	51.8%	26.5%	25.3%
4 - 9	102	100	95	64	8	54	31	23
%V	14.2%	14.3%	15.7%	19.8%	14.0%	14.5%	20.8%	10.3%
%H (All HH)		98.0%	93.1%	62.7%	7.8%	52.9%	30.4%	22.5%
%H (TV HH)			95.0%	64.0%	8.0%	54.0%	31.0%	23.0%
10 - 15	106	105	97	62	8	58	31	27
%V	14.8%	15.0%	16.1%	19.1%	14.0%	15.6%	20.8%	12.1%
%H (All HH)		99.1%	91.5%	58.5%	7.5%	54.7%	29.2%	25.5%
%H (TV HH)			92.4%	59.0%	7.6%	55.2%	29.5%	25.7%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Ulster

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	718	701	604	324	57	372	149	223
%H (All HH)		97.6%	84.1%	45.1%	7.9%	51.8%	20.8%	31.1%
%H (TV HH)			86.2%	46.2%	8.1%	53.1%	21.3%	31.8%
1	236	236	179	80	19	94	17	77
%V	32.9%	33.7%	29.6%	24.7%	33.3%	25.3%	11.4%	34.5%
%H (All HH)		100.0%	75.8%	33.9%	8.1%	39.8%	7.2%	32.6%
%H (TV HH)			75.8%	33.9%	8.1%	39.8%	7.2%	32.6%
2	252	252	221	117	20	136	51	85
%V	35.1%	35.9%	36.6%	36.1%	35.1%	36.6%	34.2%	38.1%
%H (All HH)		100.0%	87.7%	46.4%	7.9%	54.0%	20.2%	33.7%
%H (TV HH)			87.7%	46.4%	7.9%	54.0%	20.2%	33.7%
3	112	112	106	60	11	71	36	35
%V	15.6%	16.0%	17.5%	18.5%	19.3%	19.1%	24.2%	15.7%
%H (All HH)		100.0%	94.6%	53.6%	9.8%	63.4%	32.1%	31.3%
%H (TV HH)			94.6%	53.6%	9.8%	63.4%	32.1%	31.3%
4	62	62	61	39	6	43	25	17
%V	8.6%	8.8%	10.1%	12.0%	10.5%	11.6%	16.8%	7.6%
%H (All HH)		100.0%	98.4%	62.9%	9.7%	69.4%	40.3%	27.4%
%H (TV HH)			98.4%	62.9%	9.7%	69.4%	40.3%	27.4%
5+	37	37	37	28	2	28	20	8
%V	5.2%	5.3%	6.1%	8.6%	3.5%	7.5%	13.4%	3.6%
%H (All HH)		100.0%	100.0%	75.7%	5.4%	75.7%	54.1%	21.6%
%H (TV HH)			100.0%	75.7%	5.4%	75.7%	54.1%	21.6%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Ulster

Household level data

Table 12.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	718	701	604	324	57	372	149	223
%H (All HH)		97.6%	84.1%	45.1%	7.9%	51.8%	20.8%	31.1%
%H (TV HH)			86.2%	46.2%	8.1%	53.1%	21.3%	31.8%
Under 20"	255	255	223	119	23	152	70	82
%V	35.5%	36.4%	36.9%	36.7%	40.4%	40.9%	47.0%	36.8%
%H (All HH)		100.0%	87.5%	46.7%	9.0%	59.6%	27.5%	32.2%
%H (TV HH)			87.5%	46.7%	9.0%	59.6%	27.5%	32.2%
20" - 29"	366	366	299	152	24	199	77	122
%V	51.0%	52.2%	49.5%	46.9%	42.1%	53.5%	51.7%	54.7%
%H (All HH)		100.0%	81.7%	41.5%	6.6%	54.4%	21.0%	33.3%
%H (TV HH)			81.7%	41.5%	6.6%	54.4%	21.0%	33.3%
30" - 39"	345	345	323	182	29	203	89	114
%V	48.1%	49.2%	53.5%	56.2%	50.9%	54.6%	59.7%	51.1%
%H (All HH)		100.0%	93.6%	52.8%	8.4%	58.8%	25.8%	33.0%
%H (TV HH)			93.6%	52.8%	8.4%	58.8%	25.8%	33.0%
40" and over	226	226	221	148	23	129	77	52
%V	31.5%	32.2%	36.6%	45.7%	40.4%	34.7%	51.7%	23.3%
%H (All HH)		100.0%	97.8%	65.5%	10.2%	57.1%	34.1%	23.0%
%H (TV HH)			97.8%	65.5%	10.2%	57.1%	34.1%	23.0%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Ulster

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	718	701	604	324	57	372	149	223
%H (All HH)		97.6%	84.1%	45.1%	7.9%	51.8%	20.8%	31.1%
%H (TV HH)			86.2%	46.2%	8.1%	53.1%	21.3%	31.8%
Main living room	690	690	595	320	57	366	147	218
%V	96.1%	98.4%	98.5%	98.8%	100.0%	98.4%	98.7%	97.8%
%H (All HH)		100.0%	86.2%	46.4%	8.3%	53.0%	21.3%	31.6%
%H (TV HH)			86.2%	46.4%	8.3%	53.0%	21.3%	31.6%
Kitchen	190	190	172	100	11	119	57	63
%V	26.5%	27.1%	28.5%	30.9%	19.3%	32.0%	38.3%	28.3%
%H (All HH)		100.0%	90.5%	52.6%	5.8%	62.6%	30.0%	33.2%
%H (TV HH)			90.5%	52.6%	5.8%	62.6%	30.0%	33.2%
Adult's bedroom	301	301	282	163	29	186	94	92
%V	41.9%	42.9%	46.7%	50.3%	50.9%	50.0%	63.1%	41.3%
%H (All HH)		100.0%	93.7%	54.2%	9.6%	61.8%	31.2%	30.6%
%H (TV HH)			93.7%	54.2%	9.6%	61.8%	31.2%	30.6%
Child's bedroom	64	64	61	42	4	43	27	15
%V	8.9%	9.1%	10.1%	13.0%	7.0%	11.6%	18.1%	6.7%
%H (All HH)		100.0%	95.3%	65.6%	6.3%	67.2%	42.2%	23.4%
%H (TV HH)			95.3%	65.6%	6.3%	67.2%	42.2%	23.4%
Other bedroom	18	18	18	11	2	11	7	5
%V	2.5%	2.6%	3.0%	3.4%	3.5%	3.0%	4.7%	2.2%
%H (All HH)		100.0%	100.0%	61.1%	11.1%	61.1%	38.9%	27.8%
%H (TV HH)			100.0%	61.1%	11.1%	61.1%	38.9%	27.8%
Second living/dining room	129	129	121	76	8	83	44	38
%V	18.0%	18.4%	20.0%	23.5%	14.0%	22.3%	29.5%	17.0%
%H (All HH)		100.0%	93.8%	58.9%	6.2%	64.3%	34.1%	29.5%
%H (TV HH)			93.8%	58.9%	6.2%	64.3%	34.1%	29.5%
Study/office	12	12	12	8	1	8	5	3
%V	1.7%	1.7%	2.0%	2.5%	1.8%	2.2%	3.4%	1.3%
%H (All HH)		100.0%	100.0%	66.7%	8.3%	66.7%	41.7%	25.0%
%H (TV HH)			100.0%	66.7%	8.3%	66.7%	41.7%	25.0%
TV room	9	9	9	6	1	6	3	3
%V	1.3%	1.3%	1.5%	1.9%	1.8%	1.6%	2.0%	1.3%
%H (All HH)		100.0%	100.0%	66.7%	11.1%	66.7%	33.3%	33.3%
%H (TV HH)			100.0%	66.7%	11.1%	66.7%	33.3%	33.3%
No specific location	2	2	2	1	0	1	1	1
%V	0.3%	0.3%	0.3%	0.3%	0.0%	0.3%	0.7%	0.4%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	50.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	50.0%	50.0%	50.0%
Other	2	2	2	2	0	1	0	1
%V	0.3%	0.3%	0.3%	0.6%	0.0%	0.3%	0.0%	0.4%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	50.0%	0.0%	50.0%
%H (TV HH)			100.0%	100.0%	0.0%	50.0%	0.0%	50.0%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Ulster

Household level data

Table 12.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	718	701	604	324	57	372	149	223
%H (All HH)		97.6%	84.1%	45.1%	7.9%	51.8%	20.8%	31.1%
%H (TV HH)			86.2%	46.2%	8.1%	53.1%	21.3%	31.8%
PVR	276	276	276	223	23	138	106	32
%V	38.4%	39.4%	45.7%	68.8%	40.4%	37.1%	71.1%	14.3%
%H (All HH)		100.0%	100.0%	80.8%	8.3%	50.0%	38.4%	11.6%
%H (TV HH)			100.0%	80.8%	8.3%	50.0%	38.4%	11.6%
DVDR	104	104	94	56	9	63	32	30
%V	14.5%	14.8%	15.6%	17.3%	15.8%	16.9%	21.5%	13.5%
%H (All HH)		100.0%	90.4%	53.8%	8.7%	60.6%	30.8%	28.8%
%H (TV HH)			90.4%	53.8%	8.7%	60.6%	30.8%	28.8%
VCR	106	106	88	44	10	57	22	35
%V	14.8%	15.1%	14.6%	13.6%	17.5%	15.3%	14.8%	15.7%
%H (All HH)		100.0%	83.0%	41.5%	9.4%	53.8%	20.8%	33.0%
%H (TV HH)			83.0%	41.5%	9.4%	53.8%	20.8%	33.0%
Any recorder	388	388	363	253	33	199	120	79
%V	54.0%	55.3%	60.1%	78.1%	57.9%	53.5%	80.5%	35.4%
%H (All HH)		100.0%	93.6%	65.2%	8.5%	51.3%	30.9%	20.4%
%H (TV HH)			93.6%	65.2%	8.5%	51.3%	30.9%	20.4%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Ulster
Household level data
Table 12.9: Other TV equipment

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	718	701	604	324	57	372	149	223
%H (All HH)		97.6%	84.1%	45.1%	7.9%	51.8%	20.8%	31.1%
%H (TV HH)			86.2%	46.2%	8.1%	53.1%	21.3%	31.8%
Receives HDTV (via STB or built-in reception)	152	152	152	110	24	78	58	20
%V	21.2%	21.7%	25.2%	34.0%	42.1%	21.0%	38.9%	9.0%
%H (All HH)		100.0%	100.0%	72.4%	15.8%	51.3%	38.2%	13.2%
%H (TV HH)			100.0%	72.4%	15.8%	51.3%	38.2%	13.2%
DVD/Blu-ray player or recorder	541	541	492	274	46	305	132	173
%V	75.3%	77.2%	81.5%	84.6%	80.7%	82.0%	88.6%	77.6%
%H (All HH)		100.0%	90.9%	50.6%	8.5%	56.4%	24.4%	32.0%
%H (TV HH)			90.9%	50.6%	8.5%	56.4%	24.4%	32.0%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Ulster
Household level data
Table 12.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	718	701	604	324	57	372	149	223
%H (All HH)		97.6%	84.1%	45.1%	7.9%	51.8%	20.8%	31.1%
%H (TV HH)			86.2%	46.2%	8.1%	53.1%	21.3%	31.8%
Has PC or Laptop	487	480	449	263	48	268	129	139
%V	67.8%	68.5%	74.3%	81.2%	84.2%	72.0%	86.6%	62.3%
%H (All HH)		98.6%	92.2%	54.0%	9.9%	55.0%	26.5%	28.5%
%H (TV HH)			93.5%	54.8%	10.0%	55.8%	26.9%	29.0%
Has broadband internet	451	444	420	252	46	247	124	123
%V	62.8%	63.3%	69.5%	77.8%	80.7%	66.4%	83.2%	55.2%
%H (All HH)		98.4%	93.1%	55.9%	10.2%	54.8%	27.5%	27.3%
%H (TV HH)			94.6%	56.8%	10.4%	55.6%	27.9%	27.7%

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Ulster

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1531	1384	800	122	903	436	467
%H		90.4%	52.3%	8.0%	59.0%	28.5%	30.5%
Under 20"	354	316	175	32	218	107	112
%V	23.1%	22.8%	21.9%	26.2%	24.1%	24.5%	24.0%
%H		89.3%	49.4%	9.0%	61.6%	30.2%	31.6%
20" - 29"	509	428	228	30	292	122	170
%V	33.2%	30.9%	28.5%	24.6%	32.3%	28.0%	36.4%
%H		84.1%	44.8%	5.9%	57.4%	24.0%	33.4%
30" - 39"	413	389	226	35	248	118	129
%V	27.0%	28.1%	28.3%	28.7%	27.5%	27.1%	27.6%
%H		94.2%	54.7%	8.5%	60.0%	28.6%	31.2%
40" and over	250	245	168	25	142	88	54
%V	16.3%	17.7%	21.0%	20.5%	15.7%	20.2%	11.6%
%H		98.0%	67.2%	10.0%	56.8%	35.2%	21.6%
Don't know	5	5	3	1	2	1	1
%V	0.3%	0.4%	0.4%	0.8%	0.2%	0.2%	0.2%
%H		100.0%	60.0%	20.0%	40.0%	20.0%	20.0%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Ulster

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1531	1384	800	122	903	436	467
%H		90.4%	52.3%	8.0%	59.0%	28.5%	30.5%
Main living room	696	600	323	58	369	149	220
%V	45.5%	43.4%	40.4%	47.5%	40.9%	34.2%	47.1%
%H		86.2%	46.4%	8.3%	53.0%	21.4%	31.6%
Kitchen	191	173	100	11	120	57	63
%V	12.5%	12.5%	12.5%	9.0%	13.3%	13.1%	13.5%
%H		90.6%	52.4%	5.8%	62.8%	29.8%	33.0%
Adult's bedroom	382	361	214	37	243	130	113
%V	25.0%	26.1%	26.8%	30.3%	26.9%	29.8%	24.2%
%H		94.5%	56.0%	9.7%	63.6%	34.0%	29.6%
Child's bedroom	84	81	57	5	57	38	20
%V	5.5%	5.9%	7.1%	4.1%	6.3%	8.7%	4.3%
%H		96.4%	67.9%	6.0%	67.9%	45.2%	23.8%
Other bedroom	20	20	12	2	13	7	6
%V	1.3%	1.4%	1.5%	1.6%	1.4%	1.6%	1.3%
%H		100.0%	60.0%	10.0%	65.0%	35.0%	30.0%
Second living/dining room	131	123	77	8	84	45	39
%V	8.6%	8.9%	9.6%	6.6%	9.3%	10.3%	8.4%
%H		93.9%	58.8%	6.1%	64.1%	34.4%	29.8%
Study/office	12	12	8	1	8	5	3
%V	0.8%	0.9%	1.0%	0.8%	0.9%	1.1%	0.6%
%H		100.0%	66.7%	8.3%	66.7%	41.7%	25.0%
TV room	9	9	6	1	6	3	3
%V	0.6%	0.7%	0.8%	0.8%	0.7%	0.7%	0.6%
%H		100.0%	66.7%	11.1%	66.7%	33.3%	33.3%
No specific location	2	2	1	0	1	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.2%
%H		100.0%	50.0%	0.0%	50.0%	50.0%	50.0%
Other	3	3	2	0	1	0	1
%V	0.2%	0.2%	0.3%	0.0%	0.1%	0.0%	0.2%
%H		100.0%	66.7%	0.0%	33.3%	0.0%	33.3%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Ulster

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1531	1384	800	122	903	436	467
%H		90.4%	52.3%	8.0%	59.0%	28.5%	30.5%
PVR	365	364	302	28	174	137	37
%V	23.8%	26.3%	37.8%	23.0%	19.3%	31.4%	7.9%
%H		99.7%	82.7%	7.7%	47.7%	37.5%	10.1%
DVDR	131	120	75	10	83	47	36
%V	8.6%	8.7%	9.4%	8.2%	9.2%	10.8%	7.7%
%H		91.6%	57.3%	7.6%	63.4%	35.9%	27.5%
VCR	119	100	50	11	65	26	39
%V	7.8%	7.2%	6.3%	9.0%	7.2%	6.0%	8.4%
%H		84.0%	42.0%	9.2%	54.6%	21.8%	32.8%
Any recorder	525	498	364	42	270	174	96
%V	34.3%	36.0%	45.5%	34.4%	29.9%	39.9%	20.6%
%H		94.9%	69.3%	8.0%	51.4%	33.1%	18.3%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1531	1384	800	122	903	436	467
%H		90.4%	52.3%	8.0%	59.0%	28.5%	30.5%
Receives HDTV (via STB or built-in reception)	198	198	144	30	102	75	27
%V	12.9%	14.3%	18.0%	24.6%	11.3%	17.2%	5.8%
%H		100.0%	72.7%	15.2%	51.5%	37.9%	13.6%
DVD/Blu-ray player or recorder	808	752	446	71	485	247	238
%V	52.8%	54.3%	55.8%	58.2%	53.7%	56.7%	51.0%
%H		93.1%	55.2%	8.8%	60.0%	30.6%	29.5%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Ulster
Set level data
Table 12.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	700	603	323	57	371	149	222
%H		86.1%	46.1%	8.1%	53.0%	21.3%	31.7%
Under 20"	22	12	2	1	9	1	8
%V	3.1%	2.0%	0.6%	1.8%	2.4%	0.7%	3.6%
%H		54.5%	9.1%	4.5%	40.9%	4.5%	36.4%
20" - 29"	192	130	51	11	84	16	68
%V	27.4%	21.6%	15.8%	19.3%	22.6%	10.7%	30.6%
%H		67.7%	26.6%	5.7%	43.8%	8.3%	35.4%
30" - 39"	271	250	130	23	158	61	98
%V	38.7%	41.5%	40.2%	40.4%	42.6%	40.9%	44.1%
%H		92.3%	48.0%	8.5%	58.3%	22.5%	36.2%
40" and over	213	209	140	22	120	72	48
%V	30.4%	34.7%	43.3%	38.6%	32.3%	48.3%	21.6%
%H		98.1%	65.7%	10.3%	56.3%	33.8%	22.5%
Don't know	2	2	1	0	1	0	1
%V	0.3%	0.3%	0.3%	0.0%	0.3%	0.0%	0.5%
%H		100.0%	50.0%	0.0%	50.0%	0.0%	50.0%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	700	603	323	57	371	149	222
%H		86.1%	46.1%	8.1%	53.0%	21.3%	31.7%
PVR	268	267	216	23	131	101	30
%V	38.3%	44.3%	66.9%	40.4%	35.3%	67.8%	13.5%
%H		99.6%	80.6%	8.6%	48.9%	37.7%	11.2%
DVDR	85	76	45	7	49	25	24
%V	12.1%	12.6%	13.9%	12.3%	13.2%	16.8%	10.8%
%H		89.4%	52.9%	8.2%	57.6%	29.4%	28.2%
VCR	85	68	32	7	43	15	29
%V	12.1%	11.3%	9.9%	12.3%	11.6%	10.1%	13.1%
%H		80.0%	37.6%	8.2%	50.6%	17.6%	34.1%
Any recorder	366	343	244	31	184	114	69
%V	52.3%	56.9%	75.5%	54.4%	49.6%	76.5%	31.1%
%H		93.7%	66.7%	8.5%	50.3%	31.1%	18.9%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	700	603	323	57	371	149	222
%H		86.1%	46.1%	8.1%	53.0%	21.3%	31.7%
Receives HDTV (via STB or built-in reception)	145	145	105	24	73	54	19
%V	20.7%	24.0%	32.5%	42.1%	19.7%	36.2%	8.6%
%H		100.0%	72.4%	16.6%	50.3%	37.2%	13.1%
DVD/Blu-ray player or recorder	508	461	258	43	284	122	162
%V	72.6%	76.5%	79.9%	75.4%	76.5%	81.9%	73.0%
%H		90.7%	50.8%	8.5%	55.9%	24.0%	31.9%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Ulster
Set level data
Table 12.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	831	781	476	65	531	287	244
%H		94.0%	57.3%	7.8%	63.9%	34.5%	29.4%
Under 20"	332	304	173	30	209	106	103
%V	40.0%	38.9%	36.3%	46.2%	39.4%	36.9%	42.2%
%H		91.6%	52.1%	9.0%	63.0%	31.9%	31.0%
20" - 29"	317	298	177	20	209	106	102
%V	38.1%	38.2%	37.2%	30.8%	39.4%	36.9%	41.8%
%H		94.0%	55.8%	6.3%	65.9%	33.4%	32.2%
30" - 39"	142	139	96	12	90	58	32
%V	17.1%	17.8%	20.2%	18.5%	16.9%	20.2%	13.1%
%H		97.9%	67.6%	8.5%	63.4%	40.8%	22.5%
40" and over	37	36	28	2	22	17	6
%V	4.5%	4.6%	5.9%	3.1%	4.1%	5.9%	2.5%
%H		97.3%	75.7%	5.4%	59.5%	45.9%	16.2%
Don't know	4	3	2	1	2	1	1
%V	0.5%	0.4%	0.4%	1.5%	0.4%	0.3%	0.4%
%H		75.0%	50.0%	25.0%	50.0%	25.0%	25.0%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Ulster

Set level data

Table 12.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	831	781	476	65	531	287	244
%H		94.0%	57.3%	7.8%	63.9%	34.5%	29.4%
PVR	97	97	86	5	42	36	7
%V	11.7%	12.4%	18.1%	7.7%	7.9%	12.5%	2.9%
%H		100.0%	88.7%	5.2%	43.3%	37.1%	7.2%
DVDR	46	44	30	3	34	22	11
%V	5.5%	5.6%	6.3%	4.6%	6.4%	7.7%	4.5%
%H		95.7%	65.2%	6.5%	73.9%	47.8%	23.9%
VCR	34	32	18	3	21	11	10
%V	4.1%	4.1%	3.8%	4.6%	4.0%	3.8%	4.1%
%H		94.1%	52.9%	8.8%	61.8%	32.4%	29.4%
Any recorder	159	155	120	11	86	60	26
%V	19.1%	19.8%	25.2%	16.9%	16.2%	20.9%	10.7%
%H		97.5%	75.5%	6.9%	54.1%	37.7%	16.4%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	831	781	476	65	531	287	244
%H		94.0%	57.3%	7.8%	63.9%	34.5%	29.4%
Receives HDTV (via STB or built-in reception)	53	53	39	6	29	20	9
%V	6.4%	6.8%	8.2%	9.2%	5.5%	7.0%	3.7%
%H		100.0%	73.6%	11.3%	54.7%	37.7%	17.0%
DVD/Blu-ray player or recorder	300	290	188	28	201	125	76
%V	36.1%	37.1%	39.5%	43.1%	37.9%	43.6%	31.1%
%H		96.7%	62.7%	9.3%	67.0%	41.7%	25.3%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Ulster
Individual level data
Table 12.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1788	1757	1586	936	147	963	456	508
%H		98.3%	88.7%	52.3%	8.2%	53.9%	25.5%	28.4%
Total Children	382	378	355	233	29	206	112	94
%V	21.4%	21.5%	22.4%	24.9%	19.7%	21.4%	24.6%	18.5%
%H		99.0%	92.9%	61.0%	7.6%	53.9%	29.3%	24.6%
0 - 3	104	103	98	66	8	54	29	25
%V	5.8%	5.9%	6.2%	7.1%	5.4%	5.6%	6.4%	4.9%
%H		99.0%	94.2%	63.5%	7.7%	51.9%	27.9%	24.0%
4 - 15	279	275	258	167	22	152	83	69
%V	15.6%	15.7%	16.3%	17.8%	15.0%	15.8%	18.2%	13.6%
%H		98.6%	92.5%	59.9%	7.9%	54.5%	29.7%	24.7%
4 - 9	137	136	129	85	11	74	42	32
%V	7.7%	7.7%	8.1%	9.1%	7.5%	7.7%	9.2%	6.3%
%H		99.3%	94.2%	62.0%	8.0%	54.0%	30.7%	23.4%
10 - 15	141	140	129	82	11	78	41	37
%V	7.9%	8.0%	8.1%	8.8%	7.5%	8.1%	9.0%	7.3%
%H		99.3%	91.5%	58.2%	7.8%	55.3%	29.1%	26.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1788	1757	1586	936	147	963	456	508
%H		98.3%	88.7%	52.3%	8.2%	53.9%	25.5%	28.4%
Total Adults (16+)	1406	1379	1231	703	117	757	344	413
%V	78.6%	78.5%	77.6%	75.1%	79.6%	78.6%	75.4%	81.3%
%H		98.1%	87.6%	50.0%	8.3%	53.8%	24.5%	29.4%
16 - 19	100	99	93	60	8	58	31	27
%V	5.6%	5.6%	5.9%	6.4%	5.4%	6.0%	6.8%	5.3%
%H		99.0%	93.0%	60.0%	8.0%	58.0%	31.0%	27.0%
20 - 24	121	116	106	60	13	64	31	32
%V	6.8%	6.6%	6.7%	6.4%	8.8%	6.6%	6.8%	6.3%
%H		95.9%	87.6%	49.6%	10.7%	52.9%	25.6%	26.4%
25 - 34	249	244	227	138	30	122	62	60
%V	13.9%	13.9%	14.3%	14.7%	20.4%	12.7%	13.6%	11.8%
%H		98.0%	91.2%	55.4%	12.0%	49.0%	24.9%	24.1%
35 - 44	245	240	224	139	17	134	66	68
%V	13.7%	13.7%	14.1%	14.9%	11.6%	13.9%	14.5%	13.4%
%H		98.0%	91.4%	56.7%	6.9%	54.7%	26.9%	27.8%
45 - 54	245	240	222	130	19	140	68	73
%V	13.7%	13.7%	14.0%	13.9%	12.9%	14.5%	14.9%	14.4%
%H		98.0%	90.6%	53.1%	7.8%	57.1%	27.8%	29.8%
55 - 64	193	191	170	91	18	112	49	63
%V	10.8%	10.9%	10.7%	9.7%	12.2%	11.6%	10.7%	12.4%
%H		99.0%	88.1%	47.2%	9.3%	58.0%	25.4%	32.6%
65+	253	250	189	85	13	128	37	91
%V	14.1%	14.2%	11.9%	9.1%	8.8%	13.3%	8.1%	17.9%
%H		98.8%	74.7%	33.6%	5.1%	50.6%	14.6%	36.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Ulster
Individual level data
Table 12.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		1406	1379	1231	703	117	757	344	413
%H			98.1%	87.6%	50.0%	8.3%	53.8%	24.5%	29.4%
AB		288	285	266	152	32	162	76	86
	%V	20.5%	20.7%	21.6%	21.6%	27.4%	21.4%	22.1%	20.8%
	%H		99.0%	92.4%	52.8%	11.1%	56.3%	26.4%	29.9%
C1		365	359	330	196	32	211	108	103
	%V	26.0%	26.0%	26.8%	27.9%	27.4%	27.9%	31.4%	24.9%
	%H		98.4%	90.4%	53.7%	8.8%	57.8%	29.6%	28.2%
C2		321	315	285	165	21	182	82	100
	%V	22.8%	22.8%	23.2%	23.5%	17.9%	24.0%	23.8%	24.2%
	%H		98.1%	88.8%	51.4%	6.5%	56.7%	25.5%	31.2%
D		248	240	213	123	18	126	56	71
	%V	17.6%	17.4%	17.3%	17.5%	15.4%	16.6%	16.3%	17.2%
	%H		96.8%	85.9%	49.6%	7.3%	50.8%	22.6%	28.6%
E		184	180	137	67	15	76	22	54
	%V	13.1%	13.1%	11.1%	9.5%	12.8%	10.0%	6.4%	13.1%
	%H		97.8%	74.5%	36.4%	8.2%	41.3%	12.0%	29.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1406	1379	1231	703	117	757	344	413
%H		98.1%	87.6%	50.0%	8.3%	53.8%	24.5%	29.4%
Working full time	621	608	567	342	57	337	167	170
%V	44.2%	44.1%	46.1%	48.6%	48.7%	44.5%	48.5%	41.2%
%H		97.9%	91.3%	55.1%	9.2%	54.3%	26.9%	27.4%
Working part time	147	144	135	81	13	86	45	41
%V	10.5%	10.4%	11.0%	11.5%	11.1%	11.4%	13.1%	9.9%
%H		98.0%	91.8%	55.1%	8.8%	58.5%	30.6%	27.9%
Not working	638	627	529	280	48	334	132	202
%V	45.4%	45.5%	43.0%	39.8%	41.0%	44.1%	38.4%	48.9%
%H		98.3%	82.9%	43.9%	7.5%	52.4%	20.7%	31.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	684	668	602	350	58	366	169	197
%H		97.7%	88.0%	51.2%	8.5%	53.5%	24.7%	28.8%
16 - 19	48	48	45	28	3	29	15	14
%V	7.0%	7.2%	7.5%	8.0%	5.2%	7.9%	8.9%	7.1%
%H		100.0%	93.8%	58.3%	6.3%	60.4%	31.3%	29.2%
20 - 24	64	61	57	32	8	33	16	17
%V	9.4%	9.1%	9.5%	9.1%	13.8%	9.0%	9.5%	8.6%
%H		95.3%	89.1%	50.0%	12.5%	51.6%	25.0%	26.6%
25 - 34	124	121	112	69	15	60	32	28
%V	18.1%	18.1%	18.6%	19.7%	25.9%	16.4%	18.9%	14.2%
%H		97.6%	90.3%	55.6%	12.1%	48.4%	25.8%	22.6%
35 - 44	121	117	108	65	7	65	30	35
%V	17.7%	17.5%	17.9%	18.6%	12.1%	17.8%	17.8%	17.8%
%H		96.7%	89.3%	53.7%	5.8%	53.7%	24.8%	28.9%
45 - 54	119	117	109	64	9	68	31	37
%V	17.4%	17.5%	18.1%	18.3%	15.5%	18.6%	18.3%	18.8%
%H		98.3%	91.6%	53.8%	7.6%	57.1%	26.1%	31.1%
55 - 64	95	94	83	47	9	53	25	28
%V	13.9%	14.1%	13.8%	13.4%	15.5%	14.5%	14.8%	14.2%
%H		98.9%	87.4%	49.5%	9.5%	55.8%	26.3%	29.5%
65+	112	110	87	43	7	58	19	38
%V	16.4%	16.5%	14.5%	12.3%	12.1%	15.8%	11.2%	19.3%
%H		98.2%	77.7%	38.4%	6.3%	51.8%	17.0%	33.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Ulster

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	684	668	602	350	58	366	169	197
%H		97.7%	88.0%	51.2%	8.5%	53.5%	24.7%	28.8%
AB	140	139	130	76	17	77	38	39
%V	20.5%	20.8%	21.6%	21.7%	29.3%	21.0%	22.5%	19.8%
%H		99.3%	92.9%	54.3%	12.1%	55.0%	27.1%	27.9%
C1	174	171	160	97	15	102	53	49
%V	25.4%	25.6%	26.6%	27.7%	25.9%	27.9%	31.4%	24.9%
%H		98.3%	92.0%	55.7%	8.6%	58.6%	30.5%	28.2%
C2	174	171	154	89	12	97	42	55
%V	25.4%	25.6%	25.6%	25.4%	20.7%	26.5%	24.9%	27.9%
%H		98.3%	88.5%	51.1%	6.9%	55.7%	24.1%	31.6%
D	118	113	101	60	7	59	26	33
%V	17.3%	16.9%	16.8%	17.1%	12.1%	16.1%	15.4%	16.8%
%H		95.8%	85.6%	50.8%	5.9%	50.0%	22.0%	28.0%
E	77	75	57	28	7	30	8	22
%V	11.3%	11.2%	9.5%	8.0%	12.1%	8.2%	4.7%	11.2%
%H		97.4%	74.0%	36.4%	9.1%	39.0%	10.4%	28.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Ulster

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	684	668	602	350	58	366	169	197
%H		97.7%	88.0%	51.2%	8.5%	53.5%	24.7%	28.8%
Working full time	387	378	353	216	33	211	105	106
%V	56.6%	56.6%	58.6%	61.7%	56.9%	57.7%	62.1%	53.8%
%H		97.7%	91.2%	55.8%	8.5%	54.5%	27.1%	27.4%
Working part time	32	31	28	15	4	19	10	9
%V	4.7%	4.6%	4.7%	4.3%	6.9%	5.2%	5.9%	4.6%
%H		96.9%	87.5%	46.9%	12.5%	59.4%	31.3%	28.1%
Not working	265	259	221	118	21	136	54	82
%V	38.7%	38.8%	36.7%	33.7%	36.2%	37.2%	32.0%	41.6%
%H		97.7%	83.4%	44.5%	7.9%	51.3%	20.4%	30.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	722	711	629	353	60	392	175	217
%H		98.5%	87.1%	48.9%	8.3%	54.3%	24.2%	30.1%
16 - 19	52	51	48	32	4	29	16	13
%V	7.2%	7.2%	7.6%	9.1%	6.7%	7.4%	9.1%	6.0%
%H		98.1%	92.3%	61.5%	7.7%	55.8%	30.8%	25.0%
20 - 24	57	55	49	28	6	30	15	15
%V	7.9%	7.7%	7.8%	7.9%	10.0%	7.7%	8.6%	6.9%
%H		96.5%	86.0%	49.1%	10.5%	52.6%	26.3%	26.3%
25 - 34	125	123	116	68	14	62	29	33
%V	17.3%	17.3%	18.4%	19.3%	23.3%	15.8%	16.6%	15.2%
%H		98.4%	92.8%	54.4%	11.2%	49.6%	23.2%	26.4%
35 - 44	125	123	115	73	10	68	36	33
%V	17.3%	17.3%	18.3%	20.7%	16.7%	17.3%	20.6%	15.2%
%H		98.4%	92.0%	58.4%	8.0%	54.4%	28.8%	26.4%
45 - 54	126	123	113	66	10	73	36	36
%V	17.5%	17.3%	18.0%	18.7%	16.7%	18.6%	20.6%	16.6%
%H		97.6%	89.7%	52.4%	7.9%	57.9%	28.6%	28.6%
55 - 64	98	97	87	43	9	59	24	34
%V	13.6%	13.6%	13.8%	12.2%	15.0%	15.1%	13.7%	15.7%
%H		99.0%	88.8%	43.9%	9.2%	60.2%	24.5%	34.7%
65+	140	140	102	42	6	71	18	53
%V	19.4%	19.7%	16.2%	11.9%	10.0%	18.1%	10.3%	24.4%
%H		100.0%	72.9%	30.0%	4.3%	50.7%	12.9%	37.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Ulster

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	722	711	629	353	60	392	175	217
%H		98.5%	87.1%	48.9%	8.3%	54.3%	24.2%	30.1%
AB	147	147	137	76	15	84	38	47
%V	20.4%	20.7%	21.8%	21.5%	25.0%	21.4%	21.7%	21.7%
%H		100.0%	93.2%	51.7%	10.2%	57.1%	25.9%	32.0%
C1	191	188	169	99	16	109	55	54
%V	26.5%	26.4%	26.9%	28.0%	26.7%	27.8%	31.4%	24.9%
%H		98.4%	88.5%	51.8%	8.4%	57.1%	28.8%	28.3%
C2	147	145	131	77	9	85	39	46
%V	20.4%	20.4%	20.8%	21.8%	15.0%	21.7%	22.3%	21.2%
%H		98.6%	89.1%	52.4%	6.1%	57.8%	26.5%	31.3%
D	130	127	111	63	10	67	29	38
%V	18.0%	17.9%	17.6%	17.8%	16.7%	17.1%	16.6%	17.5%
%H		97.7%	85.4%	48.5%	7.7%	51.5%	22.3%	29.2%
E	107	105	81	39	9	46	14	32
%V	14.8%	14.8%	12.9%	11.0%	15.0%	11.7%	8.0%	14.7%
%H		98.1%	75.7%	36.4%	8.4%	43.0%	13.1%	29.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Ulster

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	722	711	629	353	60	392	175	217
%H		98.5%	87.1%	48.9%	8.3%	54.3%	24.2%	30.1%
Working full time	234	230	214	126	24	127	63	64
%V	32.4%	32.3%	34.0%	35.7%	40.0%	32.4%	36.0%	29.5%
%H		98.3%	91.5%	53.8%	10.3%	54.3%	26.9%	27.4%
Working part time	116	114	107	65	9	67	35	32
%V	16.1%	16.0%	17.0%	18.4%	15.0%	17.1%	20.0%	14.7%
%H		98.3%	92.2%	56.0%	7.8%	57.8%	30.2%	27.6%
Not working	373	368	308	162	27	198	78	120
%V	51.7%	51.8%	49.0%	45.9%	45.0%	50.5%	44.6%	55.3%
%H		98.7%	82.6%	43.4%	7.2%	53.1%	20.9%	32.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1338	1293	1291	731	110	1007	551	456
%H (All HH)		96.6%	96.5%	54.6%	8.2%	75.3%	41.2%	34.1%
%H (TV HH)			99.8%	56.5%	8.5%	77.9%	42.6%	35.3%
AB	260	254	254	150	22	192	109	83
%V	19.4%	19.6%	19.7%	20.5%	20.0%	19.1%	19.8%	18.2%
%H (All HH)		97.7%	97.7%	57.7%	8.5%	73.8%	41.9%	31.9%
%H (TV HH)			100.0%	59.1%	8.7%	75.6%	42.9%	32.7%
C1	350	333	332	186	31	258	142	116
%V	26.2%	25.8%	25.7%	25.4%	28.2%	25.6%	25.8%	25.4%
%H (All HH)		95.1%	94.9%	53.1%	8.9%	73.7%	40.6%	33.1%
%H (TV HH)			99.7%	55.9%	9.3%	77.5%	42.6%	34.8%
C2	305	300	300	182	27	236	145	91
%V	22.8%	23.2%	23.2%	24.9%	24.5%	23.4%	26.3%	20.0%
%H (All HH)		98.4%	98.4%	59.7%	8.9%	77.4%	47.5%	29.8%
%H (TV HH)			100.0%	60.7%	9.0%	78.7%	48.3%	30.3%
D	233	226	225	128	17	180	99	81
%V	17.4%	17.5%	17.4%	17.5%	15.5%	17.9%	18.0%	17.8%
%H (All HH)		97.0%	96.6%	54.9%	7.3%	77.3%	42.5%	34.8%
%H (TV HH)			99.6%	56.6%	7.5%	79.6%	43.8%	35.8%
E	190	181	181	86	12	141	56	84
%V	14.2%	14.0%	14.0%	11.8%	10.9%	14.0%	10.2%	18.4%
%H (All HH)		95.3%	95.3%	45.3%	6.3%	74.2%	29.5%	44.2%
%H (TV HH)			100.0%	47.5%	6.6%	77.9%	30.9%	46.4%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1338	1293	1291	731	110	1007	551	456
%H (All HH)		96.6%	96.5%	54.6%	8.2%	75.3%	41.2%	34.1%
%H (TV HH)			99.8%	56.5%	8.5%	77.9%	42.6%	35.3%
Under 25	80	67	67	32	8	51	24	27
%V	6.0%	5.2%	5.2%	4.4%	7.3%	5.1%	4.4%	5.9%
%H (All HH)		83.8%	83.8%	40.0%	10.0%	63.8%	30.0%	33.8%
%H (TV HH)			100.0%	47.8%	11.9%	76.1%	35.8%	40.3%
25 - 34	188	177	176	112	18	120	73	47
%V	14.1%	13.7%	13.6%	15.3%	16.4%	11.9%	13.2%	10.3%
%H (All HH)		94.1%	93.6%	59.6%	9.6%	63.8%	38.8%	25.0%
%H (TV HH)			99.4%	63.3%	10.2%	67.8%	41.2%	26.6%
35 - 44	222	217	217	141	21	165	110	56
%V	16.6%	16.8%	16.8%	19.3%	19.1%	16.4%	20.0%	12.3%
%H (All HH)		97.7%	97.7%	63.5%	9.5%	74.3%	49.5%	25.2%
%H (TV HH)			100.0%	65.0%	9.7%	76.0%	50.7%	25.8%
45 - 54	244	238	238	146	23	192	121	71
%V	18.2%	18.4%	18.4%	20.0%	20.9%	19.1%	22.0%	15.6%
%H (All HH)		97.5%	97.5%	59.8%	9.4%	78.7%	49.6%	29.1%
%H (TV HH)			100.0%	61.3%	9.7%	80.7%	50.8%	29.8%
55 - 64	233	228	227	133	15	179	99	79
%V	17.4%	17.6%	17.6%	18.2%	13.6%	17.8%	18.0%	17.3%
%H (All HH)		97.9%	97.4%	57.1%	6.4%	76.8%	42.5%	33.9%
%H (TV HH)			99.6%	58.3%	6.6%	78.5%	43.4%	34.6%
65 +	372	367	366	166	24	301	125	177
%V	27.8%	28.4%	28.4%	22.7%	21.8%	29.9%	22.7%	38.8%
%H (All HH)		98.7%	98.4%	44.6%	6.5%	80.9%	33.6%	47.6%
%H (TV HH)			99.7%	45.2%	6.5%	82.0%	34.1%	48.2%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Household level data

Table 13.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1338	1293	1291	731	110	1007	551	456
%H (All HH)		96.6%	96.5%	54.6%	8.2%	75.3%	41.2%	34.1%
%H (TV HH)			99.8%	56.5%	8.5%	77.9%	42.6%	35.3%
1	431	404	403	167	28	320	111	209
%V	32.2%	31.2%	31.2%	22.8%	25.5%	31.8%	20.1%	45.8%
%H (All HH)		93.7%	93.5%	38.7%	6.5%	74.2%	25.8%	48.5%
%H (TV HH)			99.8%	41.3%	6.9%	79.2%	27.5%	51.7%
2	486	475	475	280	43	371	217	155
%V	36.3%	36.7%	36.8%	38.3%	39.1%	36.8%	39.4%	34.0%
%H (All HH)		97.7%	97.7%	57.6%	8.8%	76.3%	44.7%	31.9%
%H (TV HH)			100.0%	58.9%	9.1%	78.1%	45.7%	32.6%
3	198	194	194	130	17	150	102	48
%V	14.8%	15.0%	15.0%	17.8%	15.5%	14.9%	18.5%	10.5%
%H (All HH)		98.0%	98.0%	65.7%	8.6%	75.8%	51.5%	24.2%
%H (TV HH)			100.0%	67.0%	8.8%	77.3%	52.6%	24.7%
4	158	156	156	112	15	118	87	31
%V	11.8%	12.1%	12.1%	15.3%	13.6%	11.7%	15.8%	6.8%
%H (All HH)		98.7%	98.7%	70.9%	9.5%	74.7%	55.1%	19.6%
%H (TV HH)			100.0%	71.8%	9.6%	75.6%	55.8%	19.9%
5+	66	64	64	43	7	49	35	14
%V	4.9%	4.9%	5.0%	5.9%	6.4%	4.9%	6.4%	3.1%
%H (All HH)		97.0%	97.0%	65.2%	10.6%	74.2%	53.0%	21.2%
%H (TV HH)			100.0%	67.2%	10.9%	76.6%	54.7%	21.9%
Average HH size	2.23	2.24	2.24	2.45	2.38	2.23	2.51	1.88

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1338	1293	1291	731	110	1007	551	456
%H (All HH)		96.6%	96.5%	54.6%	8.2%	75.3%	41.2%	34.1%
%H (TV HH)			99.8%	56.5%	8.5%	77.9%	42.6%	35.3%
Without	1015	974	973	514	82	771	390	380
%V	75.9%	75.3%	75.4%	70.3%	74.5%	76.6%	70.8%	83.3%
%H (All HH)		96.0%	95.9%	50.6%	8.1%	76.0%	38.4%	37.4%
%H (TV HH)			99.9%	52.8%	8.4%	79.2%	40.0%	39.0%
With	323	319	318	217	27	237	161	76
%V	24.1%	24.7%	24.6%	29.7%	24.5%	23.5%	29.2%	16.7%
%H (All HH)		98.8%	98.5%	67.2%	8.4%	73.4%	49.8%	23.5%
%H (TV HH)			99.7%	68.0%	8.5%	74.3%	50.5%	23.8%
0 - 3	117	115	115	77	9	81	52	29
%V	8.7%	8.9%	8.9%	10.5%	8.2%	8.0%	9.4%	6.4%
%H (All HH)		98.3%	98.3%	65.8%	7.7%	69.2%	44.4%	24.8%
%H (TV HH)			100.0%	67.0%	7.8%	70.4%	45.2%	25.2%
4 - 9	155	153	153	107	12	112	77	35
%V	11.6%	11.8%	11.9%	14.6%	10.9%	11.1%	14.0%	7.7%
%H (All HH)		98.7%	98.7%	69.0%	7.7%	72.3%	49.7%	22.6%
%H (TV HH)			100.0%	69.9%	7.8%	73.2%	50.3%	22.9%
10 - 15	157	156	156	108	15	121	86	35
%V	11.7%	12.1%	12.1%	14.8%	13.6%	12.0%	15.6%	7.7%
%H (All HH)		99.4%	99.4%	68.8%	9.6%	77.1%	54.8%	22.3%
%H (TV HH)			100.0%	69.2%	9.6%	77.6%	55.1%	22.4%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1338	1293	1291	731	110	1007	551	456
%H (All HH)		96.6%	96.5%	54.6%	8.2%	75.3%	41.2%	34.1%
%H (TV HH)			99.8%	56.5%	8.5%	77.9%	42.6%	35.3%
1	511	511	509	241	44	342	117	225
%V	38.2%	39.5%	39.4%	33.0%	40.0%	34.0%	21.2%	49.3%
%H (All HH)		100.0%	99.6%	47.2%	8.6%	66.9%	22.9%	44.0%
%H (TV HH)			99.6%	47.2%	8.6%	66.9%	22.9%	44.0%
2	461	461	461	271	35	376	218	157
%V	34.5%	35.7%	35.7%	37.1%	31.8%	37.3%	39.6%	34.4%
%H (All HH)		100.0%	100.0%	58.8%	7.6%	81.6%	47.3%	34.1%
%H (TV HH)			100.0%	58.8%	7.6%	81.6%	47.3%	34.1%
3	202	202	202	133	20	181	129	51
%V	15.1%	15.6%	15.6%	18.2%	18.2%	18.0%	23.4%	11.2%
%H (All HH)		100.0%	100.0%	65.8%	9.9%	89.6%	63.9%	25.2%
%H (TV HH)			100.0%	65.8%	9.9%	89.6%	63.9%	25.2%
4	80	80	80	58	8	73	58	15
%V	6.0%	6.2%	6.2%	7.9%	7.3%	7.2%	10.5%	3.3%
%H (All HH)		100.0%	100.0%	72.5%	10.0%	91.3%	72.5%	18.8%
%H (TV HH)			100.0%	72.5%	10.0%	91.3%	72.5%	18.8%
5+	39	39	39	29	3	36	28	7
%V	2.9%	3.0%	3.0%	4.0%	2.7%	3.6%	5.1%	1.5%
%H (All HH)		100.0%	100.0%	74.4%	7.7%	92.3%	71.8%	17.9%
%H (TV HH)			100.0%	74.4%	7.7%	92.3%	71.8%	17.9%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1338	1293	1291	731	110	1007	551	456
%H (All HH)		96.6%	96.5%	54.6%	8.2%	75.3%	41.2%	34.1%
%H (TV HH)			99.8%	56.5%	8.5%	77.9%	42.6%	35.3%
Under 20"	452	452	451	268	34	397	246	152
%V	33.8%	35.0%	34.9%	36.7%	30.9%	39.4%	44.6%	33.3%
%H (All HH)		100.0%	99.8%	59.3%	7.5%	87.8%	54.4%	33.6%
%H (TV HH)			99.8%	59.3%	7.5%	87.8%	54.4%	33.6%
20" - 29"	645	645	644	344	51	528	277	251
%V	48.2%	49.9%	49.9%	47.1%	46.4%	52.4%	50.3%	55.0%
%H (All HH)		100.0%	99.8%	53.3%	7.9%	81.9%	42.9%	38.9%
%H (TV HH)			99.8%	53.3%	7.9%	81.9%	42.9%	38.9%
30" - 39"	644	644	643	395	59	502	309	193
%V	48.1%	49.8%	49.8%	54.0%	53.6%	49.9%	56.1%	42.3%
%H (All HH)		100.0%	99.8%	61.3%	9.2%	78.0%	48.0%	30.0%
%H (TV HH)			99.8%	61.3%	9.2%	78.0%	48.0%	30.0%
40" and over	351	351	351	254	32	269	203	67
%V	26.2%	27.1%	27.2%	34.7%	29.1%	26.7%	36.8%	14.7%
%H (All HH)		100.0%	100.0%	72.4%	9.1%	76.6%	57.8%	19.1%
%H (TV HH)			100.0%	72.4%	9.1%	76.6%	57.8%	19.1%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1338	1293	1291	731	110	1007	551	456
%H (All HH)		96.6%	96.5%	54.6%	8.2%	75.3%	41.2%	34.1%
%H (TV HH)			99.8%	56.5%	8.5%	77.9%	42.6%	35.3%
Main living room	1280	1280	1279	727	109	997	548	448
%V	95.7%	99.0%	99.1%	99.5%	99.1%	99.0%	99.5%	98.2%
%H (All HH)		100.0%	99.9%	56.8%	8.5%	77.9%	42.8%	35.0%
%H (TV HH)			99.9%	56.8%	8.5%	77.9%	42.8%	35.0%
Kitchen	189	189	189	122	10	168	110	58
%V	14.1%	14.6%	14.6%	16.7%	9.1%	16.7%	20.0%	12.7%
%H (All HH)		100.0%	100.0%	64.6%	5.3%	88.9%	58.2%	30.7%
%H (TV HH)			100.0%	64.6%	5.3%	88.9%	58.2%	30.7%
Adult's bedroom	558	558	558	356	52	479	325	154
%V	41.7%	43.2%	43.2%	48.7%	47.3%	47.6%	59.0%	33.8%
%H (All HH)		100.0%	100.0%	63.8%	9.3%	85.8%	58.2%	27.6%
%H (TV HH)			100.0%	63.8%	9.3%	85.8%	58.2%	27.6%
Child's bedroom	127	127	127	89	10	113	85	28
%V	9.5%	9.8%	9.8%	12.2%	9.1%	11.2%	15.4%	6.1%
%H (All HH)		100.0%	100.0%	70.1%	7.9%	89.0%	66.9%	22.0%
%H (TV HH)			100.0%	70.1%	7.9%	89.0%	66.9%	22.0%
Other bedroom	34	34	34	24	4	29	22	7
%V	2.5%	2.6%	2.6%	3.3%	3.6%	2.9%	4.0%	1.5%
%H (All HH)		100.0%	100.0%	70.6%	11.8%	85.3%	64.7%	20.6%
%H (TV HH)			100.0%	70.6%	11.8%	85.3%	64.7%	20.6%
Second living/dining room	192	192	192	122	17	164	110	53
%V	14.3%	14.8%	14.9%	16.7%	15.5%	16.3%	20.0%	11.6%
%H (All HH)		100.0%	100.0%	63.5%	8.9%	85.4%	57.3%	27.6%
%H (TV HH)			100.0%	63.5%	8.9%	85.4%	57.3%	27.6%
Study/office	20	20	20	13	1	16	10	6
%V	1.5%	1.5%	1.5%	1.8%	0.9%	1.6%	1.8%	1.3%
%H (All HH)		100.0%	100.0%	65.0%	5.0%	80.0%	50.0%	30.0%
%H (TV HH)			100.0%	65.0%	5.0%	80.0%	50.0%	30.0%
TV room	5	5	5	3	1	4	3	1
%V	0.4%	0.4%	0.4%	0.4%	0.9%	0.4%	0.5%	0.2%
%H (All HH)		100.0%	100.0%	60.0%	20.0%	80.0%	60.0%	20.0%
%H (TV HH)			100.0%	60.0%	20.0%	80.0%	60.0%	20.0%
No specific location	2	2	2	1	0	2	1	1
%V	0.1%	0.2%	0.2%	0.1%	0.0%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
%H (TV HH)			100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	4	4	4	3	0	4	3	1
%V	0.3%	0.3%	0.3%	0.4%	0.0%	0.4%	0.5%	0.2%
%H (All HH)		100.0%	100.0%	75.0%	0.0%	100.0%	75.0%	25.0%
%H (TV HH)			100.0%	75.0%	0.0%	100.0%	75.0%	25.0%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Household level data

Table 13.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1338	1293	1291	731	110	1007	551	456
%H (All HH)		96.6%	96.5%	54.6%	8.2%	75.3%	41.2%	34.1%
%H (TV HH)			99.8%	56.5%	8.5%	77.9%	42.6%	35.3%
PVR	647	647	647	498	47	480	374	106
%V	48.4%	50.0%	50.1%	68.1%	42.7%	47.7%	67.9%	23.2%
%H (All HH)		100.0%	100.0%	77.0%	7.3%	74.2%	57.8%	16.4%
%H (TV HH)			100.0%	77.0%	7.3%	74.2%	57.8%	16.4%
DVDR	159	159	159	99	8	126	74	52
%V	11.9%	12.3%	12.3%	13.5%	7.3%	12.5%	13.4%	11.4%
%H (All HH)		100.0%	100.0%	62.3%	5.0%	79.2%	46.5%	32.7%
%H (TV HH)			100.0%	62.3%	5.0%	79.2%	46.5%	32.7%
VCR	113	113	113	65	9	91	50	41
%V	8.4%	8.7%	8.8%	8.9%	8.2%	9.0%	9.1%	9.0%
%H (All HH)		100.0%	100.0%	57.5%	8.0%	80.5%	44.2%	36.3%
%H (TV HH)			100.0%	57.5%	8.0%	80.5%	44.2%	36.3%
Any recorder	768	768	768	547	57	581	412	169
%V	57.4%	59.4%	59.5%	74.8%	51.8%	57.7%	74.8%	37.1%
%H (All HH)		100.0%	100.0%	71.2%	7.4%	75.7%	53.6%	22.0%
%H (TV HH)			100.0%	71.2%	7.4%	75.7%	53.6%	22.0%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Household level data

Table 13.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1338	1293	1291	731	110	1007	551	456
%H (All HH)		96.6%	96.5%	54.6%	8.2%	75.3%	41.2%	34.1%
%H (TV HH)			99.8%	56.5%	8.5%	77.9%	42.6%	35.3%
Receives HDTV (via STB or built-in reception)	341	341	341	243	53	253	205	48
%V	25.5%	26.4%	26.4%	33.2%	48.2%	25.1%	37.2%	10.5%
%H (All HH)		100.0%	100.0%	71.3%	15.5%	74.2%	60.1%	14.1%
%H (TV HH)			100.0%	71.3%	15.5%	74.2%	60.1%	14.1%
DVD/Blu-ray player or recorder	987	987	987	592	91	761	452	308
%V	73.8%	76.3%	76.5%	81.0%	82.7%	75.6%	82.0%	67.5%
%H (All HH)		100.0%	100.0%	60.0%	9.2%	77.1%	45.8%	31.2%
%H (TV HH)			100.0%	60.0%	9.2%	77.1%	45.8%	31.2%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	1338	1293	1291	731	110	1007	551	456
%H (All HH)		96.6%	96.5%	54.6%	8.2%	75.3%	41.2%	34.1%
%H (TV HH)			99.8%	56.5%	8.5%	77.9%	42.6%	35.3%
Has PC or Laptop	931	901	900	569	88	689	440	249
%V	69.6%	69.7%	69.7%	77.8%	80.0%	68.4%	79.9%	54.6%
%H (All HH)		96.8%	96.7%	61.1%	9.5%	74.0%	47.3%	26.7%
%H (TV HH)			99.9%	63.2%	9.8%	76.5%	48.8%	27.6%
Has broadband internet	862	836	835	535	85	636	417	220
%V	64.4%	64.7%	64.7%	73.2%	77.3%	63.2%	75.7%	48.2%
%H (All HH)		97.0%	96.9%	62.1%	9.9%	73.8%	48.4%	25.5%
%H (TV HH)			99.9%	64.0%	10.2%	76.1%	49.9%	26.3%

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2570	2568	1570	221	2120	1326	793
%H		99.9%	61.1%	8.6%	82.5%	51.6%	30.9%
Under 20"	606	605	366	47	540	344	196
%V	23.6%	23.6%	23.3%	21.3%	25.5%	25.9%	24.7%
%H		99.8%	60.4%	7.8%	89.1%	56.8%	32.3%
20" - 29"	816	815	449	68	682	378	304
%V	31.8%	31.7%	28.6%	30.8%	32.2%	28.5%	38.3%
%H		99.9%	55.0%	8.3%	83.6%	46.3%	37.3%
30" - 39"	744	743	464	70	585	370	215
%V	28.9%	28.9%	29.6%	31.7%	27.6%	27.9%	27.1%
%H		99.9%	62.4%	9.4%	78.6%	49.7%	28.9%
40" and over	385	385	284	34	297	227	70
%V	15.0%	15.0%	18.1%	15.4%	14.0%	17.1%	8.8%
%H		100.0%	73.8%	8.8%	77.1%	59.0%	18.2%
Don't know	19	19	7	3	16	7	9
%V	0.7%	0.7%	0.4%	1.4%	0.8%	0.5%	1.1%
%H		100.0%	36.8%	15.8%	84.2%	36.8%	47.4%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2570	2568	1570	221	2120	1326	793
%H		99.9%	61.1%	8.6%	82.5%	51.6%	30.9%
Main living room	1289	1288	732	110	1004	553	451
%V	50.2%	50.2%	46.6%	49.8%	47.4%	41.7%	56.9%
%H		99.9%	56.8%	8.5%	77.9%	42.9%	35.0%
Kitchen	190	190	123	10	169	111	58
%V	7.4%	7.4%	7.8%	4.5%	8.0%	8.4%	7.3%
%H		100.0%	64.7%	5.3%	88.9%	58.4%	30.5%
Adult's bedroom	663	662	427	65	574	397	177
%V	25.8%	25.8%	27.2%	29.4%	27.1%	29.9%	22.3%
%H		99.8%	64.4%	9.8%	86.6%	59.9%	26.7%
Child's bedroom	164	163	114	13	146	110	36
%V	6.4%	6.3%	7.3%	5.9%	6.9%	8.3%	4.5%
%H		99.4%	69.5%	7.9%	89.0%	67.1%	22.0%
Other bedroom	38	38	27	4	32	25	8
%V	1.5%	1.5%	1.7%	1.8%	1.5%	1.9%	1.0%
%H		100.0%	71.1%	10.5%	84.2%	65.8%	21.1%
Second living/dining room	196	196	125	17	168	113	55
%V	7.6%	7.6%	8.0%	7.7%	7.9%	8.5%	6.9%
%H		100.0%	63.8%	8.7%	85.7%	57.7%	28.1%
Study/office	20	20	13	1	16	10	6
%V	0.8%	0.8%	0.8%	0.5%	0.8%	0.8%	0.8%
%H		100.0%	65.0%	5.0%	80.0%	50.0%	30.0%
TV room	5	5	3	1	4	3	1
%V	0.2%	0.2%	0.2%	0.5%	0.2%	0.2%	0.1%
%H		100.0%	60.0%	20.0%	80.0%	60.0%	20.0%
No specific location	2	2	1	0	2	1	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%
Other	4	4	3	0	4	3	1
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.2%	0.1%
%H		100.0%	75.0%	0.0%	100.0%	75.0%	25.0%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2570	2568	1570	221	2120	1326	793
%H		99.9%	61.1%	8.6%	82.5%	51.6%	30.9%
PVR	813	813	643	54	591	470	121
%V	31.6%	31.7%	41.0%	24.4%	27.9%	35.4%	15.3%
%H		100.0%	79.1%	6.6%	72.7%	57.8%	14.9%
DVDR	192	192	125	9	154	96	58
%V	7.5%	7.5%	8.0%	4.1%	7.3%	7.2%	7.3%
%H		100.0%	65.1%	4.7%	80.2%	50.0%	30.2%
VCR	126	126	73	10	102	58	44
%V	4.9%	4.9%	4.6%	4.5%	4.8%	4.4%	5.5%
%H		100.0%	57.9%	7.9%	81.0%	46.0%	34.9%
Any recorder	994	994	734	67	745	547	198
%V	38.7%	38.7%	46.8%	30.3%	35.1%	41.3%	25.0%
%H		100.0%	73.8%	6.7%	74.9%	55.0%	19.9%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	2570	2568	1570	221	2120	1326	793
%H		99.9%	61.1%	8.6%	82.5%	51.6%	30.9%
Receives HDTV (via STB or built-in reception)	417	417	297	64	310	249	60
%V	16.2%	16.2%	18.9%	29.0%	14.6%	18.8%	7.6%
%H		100.0%	71.2%	15.3%	74.3%	59.7%	14.4%
DVD/Blu-ray player or recorder	1513	1512	951	144	1218	791	427
%V	58.9%	58.9%	60.6%	65.2%	57.5%	59.7%	53.8%
%H		99.9%	62.9%	9.5%	80.5%	52.3%	28.2%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Table 13.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1292	1290	731	109	1006	551	455
%H		99.8%	56.6%	8.4%	77.9%	42.6%	35.2%
Under 20"	39	39	12	2	32	8	24
%V	3.0%	3.0%	1.6%	1.8%	3.2%	1.5%	5.3%
%H		100.0%	30.8%	5.1%	82.1%	20.5%	61.5%
20" - 29"	375	374	161	26	299	111	187
%V	29.0%	29.0%	22.0%	23.9%	29.7%	20.1%	41.1%
%H		99.7%	42.9%	6.9%	79.7%	29.6%	49.9%
30" - 39"	529	529	311	48	408	235	173
%V	40.9%	41.0%	42.5%	44.0%	40.6%	42.6%	38.0%
%H		100.0%	58.8%	9.1%	77.1%	44.4%	32.7%
40" and over	339	339	245	31	260	195	65
%V	26.2%	26.3%	33.5%	28.4%	25.8%	35.4%	14.3%
%H		100.0%	72.3%	9.1%	76.7%	57.5%	19.2%
Don't know	10	10	3	2	8	2	6
%V	0.8%	0.8%	0.4%	1.8%	0.8%	0.4%	1.3%
%H		100.0%	30.0%	20.0%	80.0%	20.0%	60.0%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1292	1290	731	109	1006	551	455
%H		99.8%	56.6%	8.4%	77.9%	42.6%	35.2%
PVR	622	622	483	44	457	360	98
%V	48.1%	48.2%	66.1%	40.4%	45.4%	65.3%	21.5%
%H		100.0%	77.7%	7.1%	73.5%	57.9%	15.8%
DVDR	136	136	84	7	107	62	45
%V	10.5%	10.5%	11.5%	6.4%	10.6%	11.3%	9.9%
%H		100.0%	61.8%	5.1%	78.7%	45.6%	33.1%
VCR	88	88	47	7	69	35	34
%V	6.8%	6.8%	6.4%	6.4%	6.9%	6.4%	7.5%
%H		100.0%	53.4%	8.0%	78.4%	39.8%	38.6%
Any recorder	735	735	529	54	551	395	156
%V	56.9%	57.0%	72.4%	49.5%	54.8%	71.7%	34.3%
%H		100.0%	72.0%	7.3%	75.0%	53.7%	21.2%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	1292	1290	731	109	1006	551	455
%H		99.8%	56.6%	8.4%	77.9%	42.6%	35.2%
Receives HDTV (via STB or built-in reception)	324	324	232	51	239	195	43
%V	25.1%	25.1%	31.7%	46.8%	23.8%	35.4%	9.5%
%H		100.0%	71.6%	15.7%	73.8%	60.2%	13.3%
DVD/Blu-ray player or recorder	922	922	553	86	706	418	287
%V	71.4%	71.5%	75.6%	78.9%	70.2%	75.9%	63.1%
%H		100.0%	60.0%	9.3%	76.6%	45.3%	31.1%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Set level data

Table 13.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1278	1278	839	111	1114	776	338
%H		100.0%	65.6%	8.7%	87.2%	60.7%	26.4%
Under 20"	566	566	354	44	508	337	171
%V	44.3%	44.3%	42.2%	39.6%	45.6%	43.4%	50.6%
%H		100.0%	62.5%	7.8%	89.8%	59.5%	30.2%
20" - 29"	441	441	288	41	383	267	116
%V	34.5%	34.5%	34.3%	36.9%	34.4%	34.4%	34.3%
%H		100.0%	65.3%	9.3%	86.8%	60.5%	26.3%
30" - 39"	214	214	153	22	177	135	42
%V	16.7%	16.7%	18.2%	19.8%	15.9%	17.4%	12.4%
%H		100.0%	71.5%	10.3%	82.7%	63.1%	19.6%
40" and over	47	47	39	3	37	32	5
%V	3.7%	3.7%	4.6%	2.7%	3.3%	4.1%	1.5%
%H		100.0%	83.0%	6.4%	78.7%	68.1%	10.6%
Don't know	9	9	5	1	8	5	3
%V	0.7%	0.7%	0.6%	0.9%	0.7%	0.6%	0.9%
%H		100.0%	55.6%	11.1%	88.9%	55.6%	33.3%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Set level data

Table 13.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1278	1278	839	111	1114	776	338
%H		100.0%	65.6%	8.7%	87.2%	60.7%	26.4%
PVR	192	192	160	10	134	111	23
%V	15.0%	15.0%	19.1%	9.0%	12.0%	14.3%	6.8%
%H		100.0%	83.3%	5.2%	69.8%	57.8%	12.0%
DVDR	55	55	41	2	47	34	13
%V	4.3%	4.3%	4.9%	1.8%	4.2%	4.4%	3.8%
%H		100.0%	74.5%	3.6%	85.5%	61.8%	23.6%
VCR	38	38	26	3	33	23	10
%V	3.0%	3.0%	3.1%	2.7%	3.0%	3.0%	3.0%
%H		100.0%	68.4%	7.9%	86.8%	60.5%	26.3%
Any recorder	258	258	205	14	194	152	42
%V	20.2%	20.2%	24.4%	12.6%	17.4%	19.6%	12.4%
%H		100.0%	79.5%	5.4%	75.2%	58.9%	16.3%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	1278	1278	839	111	1114	776	338
%H		100.0%	65.6%	8.7%	87.2%	60.7%	26.4%
Receives HDTV (via STB or built-in reception)	93	93	64	13	71	54	17
%V	7.3%	7.3%	7.6%	11.7%	6.4%	7.0%	5.0%
%H		100.0%	68.8%	14.0%	76.3%	58.1%	18.3%
DVD/Blu-ray player or recorder	591	591	398	58	512	373	140
%V	46.2%	46.2%	47.4%	52.3%	46.0%	48.1%	41.4%
%H		100.0%	67.3%	9.8%	86.6%	63.1%	23.7%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2980	2902	2897	1794	261	2242	1383	859
%H		97.4%	97.2%	60.2%	8.8%	75.2%	46.4%	28.8%
Total Children	545	536	535	370	46	396	273	122
%V	18.3%	18.5%	18.5%	20.6%	17.6%	17.7%	19.7%	14.2%
%H		98.3%	98.2%	67.9%	8.4%	72.7%	50.1%	22.4%
0 - 3	140	137	136	92	11	94	61	33
%V	4.7%	4.7%	4.7%	5.1%	4.2%	4.2%	4.4%	3.8%
%H		97.9%	97.1%	65.7%	7.9%	67.1%	43.6%	23.6%
4 - 15	405	399	399	278	35	301	212	89
%V	13.6%	13.7%	13.8%	15.5%	13.4%	13.4%	15.3%	10.4%
%H		98.5%	98.5%	68.6%	8.6%	74.3%	52.3%	22.0%
4 - 9	201	197	196	137	16	143	99	44
%V	6.7%	6.8%	6.8%	7.6%	6.1%	6.4%	7.2%	5.1%
%H		98.0%	97.5%	68.2%	8.0%	71.1%	49.3%	21.9%
10 - 15	205	203	203	141	19	158	113	45
%V	6.9%	7.0%	7.0%	7.9%	7.3%	7.0%	8.2%	5.2%
%H		99.0%	99.0%	68.8%	9.3%	77.1%	55.1%	22.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2980	2902	2897	1794	261	2242	1383	859
%H		97.4%	97.2%	60.2%	8.8%	75.2%	46.4%	28.8%
Total Adults (16+)	2435	2366	2362	1423	215	1847	1110	737
%V	81.7%	81.5%	81.5%	79.3%	82.4%	82.4%	80.3%	85.8%
%H		97.2%	97.0%	58.4%	8.8%	75.9%	45.6%	30.3%
16 - 19	145	141	141	89	14	115	75	40
%V	4.9%	4.9%	4.9%	5.0%	5.4%	5.1%	5.4%	4.7%
%H		97.2%	97.2%	61.4%	9.7%	79.3%	51.7%	27.6%
20 - 24	213	192	191	111	27	145	92	53
%V	7.1%	6.6%	6.6%	6.2%	10.3%	6.5%	6.7%	6.2%
%H		90.1%	89.7%	52.1%	12.7%	68.1%	43.2%	24.9%
25 - 34	354	337	336	219	36	233	150	82
%V	11.9%	11.6%	11.6%	12.2%	13.8%	10.4%	10.8%	9.5%
%H		95.2%	94.9%	61.9%	10.2%	65.8%	42.4%	23.2%
35 - 44	375	368	368	246	34	280	190	90
%V	12.6%	12.7%	12.7%	13.7%	13.0%	12.5%	13.7%	10.5%
%H		98.1%	98.1%	65.6%	9.1%	74.7%	50.7%	24.0%
45 - 54	416	408	408	263	39	329	220	109
%V	14.0%	14.1%	14.1%	14.7%	14.9%	14.7%	15.9%	12.7%
%H		98.1%	98.1%	63.2%	9.4%	79.1%	52.9%	26.2%
55 - 64	386	378	378	231	29	299	179	120
%V	13.0%	13.0%	13.0%	12.9%	11.1%	13.3%	12.9%	14.0%
%H		97.9%	97.9%	59.8%	7.5%	77.5%	46.4%	31.1%
65+	547	541	540	263	36	446	204	242
%V	18.4%	18.6%	18.6%	14.7%	13.8%	19.9%	14.8%	28.2%
%H		98.9%	98.7%	48.1%	6.6%	81.5%	37.3%	44.2%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2435	2366	2362	1423	215	1847	1110	737
%H		97.2%	97.0%	58.4%	8.8%	75.9%	45.6%	30.3%
AB	496	486	486	295	45	370	221	149
%V	20.4%	20.5%	20.6%	20.7%	20.9%	20.0%	19.9%	20.2%
%H		98.0%	98.0%	59.5%	9.1%	74.6%	44.6%	30.0%
C1	657	627	625	369	64	486	291	195
%V	27.0%	26.5%	26.5%	25.9%	29.8%	26.3%	26.2%	26.5%
%H		95.4%	95.1%	56.2%	9.7%	74.0%	44.3%	29.7%
C2	602	594	593	381	55	471	312	159
%V	24.7%	25.1%	25.1%	26.8%	25.6%	25.5%	28.1%	21.6%
%H		98.7%	98.5%	63.3%	9.1%	78.2%	51.8%	26.4%
D	417	407	406	250	32	323	197	126
%V	17.1%	17.2%	17.2%	17.6%	14.9%	17.5%	17.7%	17.1%
%H		97.6%	97.4%	60.0%	7.7%	77.5%	47.2%	30.2%
E	263	252	252	128	19	197	88	108
%V	10.8%	10.7%	10.7%	9.0%	8.8%	10.7%	7.9%	14.7%
%H		95.8%	95.8%	48.7%	7.2%	74.9%	33.5%	41.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2435	2366	2362	1423	215	1847	1110	737
%H		97.2%	97.0%	58.4%	8.8%	75.9%	45.6%	30.3%
Working full time	1047	1023	1022	666	101	784	525	259
%V	43.0%	43.2%	43.3%	46.8%	47.0%	42.4%	47.3%	35.1%
%H		97.7%	97.6%	63.6%	9.6%	74.9%	50.1%	24.7%
Working part time	217	213	213	140	18	163	107	56
%V	8.9%	9.0%	9.0%	9.8%	8.4%	8.8%	9.6%	7.6%
%H		98.2%	98.2%	64.5%	8.3%	75.1%	49.3%	25.8%
Not working	1171	1130	1128	617	96	899	478	422
%V	48.1%	47.8%	47.8%	43.4%	44.7%	48.7%	43.1%	57.3%
%H		96.5%	96.3%	52.7%	8.2%	76.8%	40.8%	36.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	Multi- channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1182	1142	1139	700	105	885	544	341
%H		96.6%	96.4%	59.2%	8.9%	74.9%	46.0%	28.8%
16 - 19	77	74	74	48	7	60	39	21
%V	6.5%	6.5%	6.5%	6.9%	6.7%	6.8%	7.2%	6.2%
%H		96.1%	96.1%	62.3%	9.1%	77.9%	50.6%	27.3%
20 - 24	105	96	95	56	12	72	45	28
%V	8.9%	8.4%	8.3%	8.0%	11.4%	8.1%	8.3%	8.2%
%H		91.4%	90.5%	53.3%	11.4%	68.6%	42.9%	26.7%
25 - 34	178	167	166	109	19	115	76	39
%V	15.1%	14.6%	14.6%	15.6%	18.1%	13.0%	14.0%	11.4%
%H		93.8%	93.3%	61.2%	10.7%	64.6%	42.7%	21.9%
35 - 44	182	178	178	120	17	135	92	43
%V	15.4%	15.6%	15.6%	17.1%	16.2%	15.3%	16.9%	12.6%
%H		97.8%	97.8%	65.9%	9.3%	74.2%	50.5%	23.6%
45 - 54	202	197	197	126	19	160	107	53
%V	17.1%	17.3%	17.3%	18.0%	18.1%	18.1%	19.7%	15.5%
%H		97.5%	97.5%	62.4%	9.4%	79.2%	53.0%	26.2%
55 - 64	189	184	184	112	15	145	86	59
%V	16.0%	16.1%	16.2%	16.0%	14.3%	16.4%	15.8%	17.3%
%H		97.4%	97.4%	59.3%	7.9%	76.7%	45.5%	31.2%
65+	249	245	245	129	17	199	100	99
%V	21.1%	21.5%	21.5%	18.4%	16.2%	22.5%	18.4%	29.0%
%H		98.4%	98.4%	51.8%	6.8%	79.9%	40.2%	39.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1182	1142	1139	700	105	885	544	341
%H		96.6%	96.4%	59.2%	8.9%	74.9%	46.0%	28.8%
AB	249	243	243	150	22	185	112	72
%V	21.1%	21.3%	21.3%	21.4%	21.0%	20.9%	20.6%	21.1%
%H		97.6%	97.6%	60.2%	8.8%	74.3%	45.0%	28.9%
C1	308	293	291	178	30	222	138	84
%V	26.1%	25.7%	25.5%	25.4%	28.6%	25.1%	25.4%	24.6%
%H		95.1%	94.5%	57.8%	9.7%	72.1%	44.8%	27.3%
C2	325	320	319	202	30	255	166	89
%V	27.5%	28.0%	28.0%	28.9%	28.6%	28.8%	30.5%	26.1%
%H		98.5%	98.2%	62.2%	9.2%	78.5%	51.1%	27.4%
D	198	191	191	119	15	151	93	58
%V	16.8%	16.7%	16.8%	17.0%	14.3%	17.1%	17.1%	17.0%
%H		96.5%	96.5%	60.1%	7.6%	76.3%	47.0%	29.3%
E	102	95	95	51	8	73	35	38
%V	8.6%	8.3%	8.3%	7.3%	7.6%	8.2%	6.4%	11.1%
%H		93.1%	93.1%	50.0%	7.8%	71.6%	34.3%	37.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Individual level data

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1182	1142	1139	700	105	885	544	341
%H		96.6%	96.4%	59.2%	8.9%	74.9%	46.0%	28.8%
Working full time	629	613	612	402	62	468	315	153
%V	53.2%	53.7%	53.7%	57.4%	59.0%	52.9%	57.9%	44.9%
%H		97.5%	97.3%	63.9%	9.9%	74.4%	50.1%	24.3%
Working part time	45	43	43	28	2	34	21	13
%V	3.8%	3.8%	3.8%	4.0%	1.9%	3.8%	3.9%	3.8%
%H		95.6%	95.6%	62.2%	4.4%	75.6%	46.7%	28.9%
Not working	507	486	484	271	41	384	208	176
%V	42.9%	42.6%	42.5%	38.7%	39.0%	43.4%	38.2%	51.6%
%H		95.9%	95.5%	53.5%	8.1%	75.7%	41.0%	34.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1253	1224	1223	723	110	961	565	396
%H		97.7%	97.6%	57.7%	8.8%	76.7%	45.1%	31.6%
16 - 19	68	67	67	41	7	55	36	19
%V	5.4%	5.5%	5.5%	5.7%	6.4%	5.7%	6.4%	4.8%
%H		98.5%	98.5%	60.3%	10.3%	80.9%	52.9%	27.9%
20 - 24	108	96	96	56	16	73	48	25
%V	8.6%	7.8%	7.8%	7.7%	14.5%	7.6%	8.5%	6.3%
%H		88.9%	88.9%	51.9%	14.8%	67.6%	44.4%	23.1%
25 - 34	176	171	170	110	17	118	75	43
%V	14.0%	14.0%	13.9%	15.2%	15.5%	12.3%	13.3%	10.9%
%H		97.2%	96.6%	62.5%	9.7%	67.0%	42.6%	24.4%
35 - 44	193	190	190	126	18	145	97	47
%V	15.4%	15.5%	15.5%	17.4%	16.4%	15.1%	17.2%	11.9%
%H		98.4%	98.4%	65.3%	9.3%	75.1%	50.3%	24.4%
45 - 54	213	211	211	137	20	169	113	56
%V	17.0%	17.2%	17.3%	18.9%	18.2%	17.6%	20.0%	14.1%
%H		99.1%	99.1%	64.3%	9.4%	79.3%	53.1%	26.3%
55 - 64	197	194	194	119	13	154	93	62
%V	15.7%	15.8%	15.9%	16.5%	11.8%	16.0%	16.5%	15.7%
%H		98.5%	98.5%	60.4%	6.6%	78.2%	47.2%	31.5%
65+	298	296	295	134	19	248	104	143
%V	23.8%	24.2%	24.1%	18.5%	17.3%	25.8%	18.4%	36.1%
%H		99.3%	99.0%	45.0%	6.4%	83.2%	34.9%	48.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1253	1224	1223	723	110	961	565	396
%H		97.7%	97.6%	57.7%	8.8%	76.7%	45.1%	31.6%
AB	247	243	243	145	23	185	109	76
%V	19.7%	19.9%	19.9%	20.1%	20.9%	19.3%	19.3%	19.2%
%H		98.4%	98.4%	58.7%	9.3%	74.9%	44.1%	30.8%
C1	349	334	334	190	33	264	152	111
%V	27.9%	27.3%	27.3%	26.3%	30.0%	27.5%	26.9%	28.0%
%H		95.7%	95.7%	54.4%	9.5%	75.6%	43.6%	31.8%
C2	277	274	274	179	25	217	147	70
%V	22.1%	22.4%	22.4%	24.8%	22.7%	22.6%	26.0%	17.7%
%H		98.9%	98.9%	64.6%	9.0%	78.3%	53.1%	25.3%
D	219	216	215	132	17	172	104	67
%V	17.5%	17.6%	17.6%	18.3%	15.5%	17.9%	18.4%	16.9%
%H		98.6%	98.2%	60.3%	7.8%	78.5%	47.5%	30.6%
E	162	157	157	77	12	124	53	70
%V	12.9%	12.8%	12.8%	10.7%	10.9%	12.9%	9.4%	17.7%
%H		96.9%	96.9%	47.5%	7.4%	76.5%	32.7%	43.2%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Wales

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1253	1224	1223	723	110	961	565	396
%H		97.7%	97.6%	57.7%	8.8%	76.7%	45.1%	31.6%
Working full time	418	410	409	264	40	316	209	106
%V	33.4%	33.5%	33.4%	36.5%	36.4%	32.9%	37.0%	26.8%
%H		98.1%	97.8%	63.2%	9.6%	75.6%	50.0%	25.4%
Working part time	172	170	170	112	16	130	86	43
%V	13.7%	13.9%	13.9%	15.5%	14.5%	13.5%	15.2%	10.9%
%H		98.8%	98.8%	65.1%	9.3%	75.6%	50.0%	25.0%
Not working	664	644	644	346	55	516	270	246
%V	53.0%	52.6%	52.7%	47.9%	50.0%	53.7%	47.8%	62.1%
%H		97.0%	97.0%	52.1%	8.3%	77.7%	40.7%	37.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands West

Household level data

Table 14.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2584	2505	2371	970	424	1817	808	1009
%H (All HH)		96.9%	91.8%	37.5%	16.4%	70.3%	31.3%	39.0%
%H (TV HH)			94.7%	38.7%	16.9%	72.5%	32.3%	40.3%
AB	505	497	477	222	68	364	173	191
%V	19.5%	19.8%	20.1%	22.9%	16.0%	20.0%	21.4%	18.9%
%H (All HH)		98.4%	94.5%	44.0%	13.5%	72.1%	34.3%	37.8%
%H (TV HH)			96.0%	44.7%	13.7%	73.2%	34.8%	38.4%
C1	654	628	598	255	110	459	214	244
%V	25.3%	25.1%	25.2%	26.3%	25.9%	25.3%	26.5%	24.2%
%H (All HH)		96.0%	91.4%	39.0%	16.8%	70.2%	32.7%	37.3%
%H (TV HH)			95.2%	40.6%	17.5%	73.1%	34.1%	38.9%
C2	561	548	535	222	114	418	215	202
%V	21.7%	21.9%	22.6%	22.9%	26.9%	23.0%	26.6%	20.0%
%H (All HH)		97.7%	95.4%	39.6%	20.3%	74.5%	38.3%	36.0%
%H (TV HH)			97.6%	40.5%	20.8%	76.3%	39.2%	36.9%
D	485	471	449	183	78	338	139	199
%V	18.8%	18.8%	18.9%	18.9%	18.4%	18.6%	17.2%	19.7%
%H (All HH)		97.1%	92.6%	37.7%	16.1%	69.7%	28.7%	41.0%
%H (TV HH)			95.3%	38.9%	16.6%	71.8%	29.5%	42.3%
E	379	360	313	89	54	239	67	172
%V	14.7%	14.4%	13.2%	9.2%	12.7%	13.2%	8.3%	17.0%
%H (All HH)		95.0%	82.6%	23.5%	14.2%	63.1%	17.7%	45.4%
%H (TV HH)			86.9%	24.7%	15.0%	66.4%	18.6%	47.8%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands West

Household level data

Table 14.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2584	2505	2371	970	424	1817	808	1009
%H (All HH)		96.9%	91.8%	37.5%	16.4%	70.3%	31.3%	39.0%
%H (TV HH)			94.7%	38.7%	16.9%	72.5%	32.3%	40.3%
Under 25	113	100	90	32	19	62	22	40
%V	4.4%	4.0%	3.8%	3.3%	4.5%	3.4%	2.7%	4.0%
%H (All HH)		88.5%	79.6%	28.3%	16.8%	54.9%	19.5%	35.4%
%H (TV HH)			90.0%	32.0%	19.0%	62.0%	22.0%	40.0%
25 - 34	361	342	328	178	63	225	133	92
%V	14.0%	13.7%	13.8%	18.4%	14.9%	12.4%	16.5%	9.1%
%H (All HH)		94.7%	90.9%	49.3%	17.5%	62.3%	36.8%	25.5%
%H (TV HH)			95.9%	52.0%	18.4%	65.8%	38.9%	26.9%
35 - 44	468	449	444	225	101	316	190	127
%V	18.1%	17.9%	18.7%	23.2%	23.8%	17.4%	23.5%	12.6%
%H (All HH)		95.9%	94.9%	48.1%	21.6%	67.5%	40.6%	27.1%
%H (TV HH)			98.9%	50.1%	22.5%	70.4%	42.3%	28.3%
45 - 54	497	487	470	219	104	356	203	153
%V	19.2%	19.4%	19.8%	22.6%	24.5%	19.6%	25.1%	15.2%
%H (All HH)		98.0%	94.6%	44.1%	20.9%	71.6%	40.8%	30.8%
%H (TV HH)			96.5%	45.0%	21.4%	73.1%	41.7%	31.4%
55 - 64	440	430	413	167	70	326	143	183
%V	17.0%	17.2%	17.4%	17.2%	16.5%	17.9%	17.7%	18.1%
%H (All HH)		97.7%	93.9%	38.0%	15.9%	74.1%	32.5%	41.6%
%H (TV HH)			96.0%	38.8%	16.3%	75.8%	33.3%	42.6%
65 +	705	698	627	149	67	532	116	415
%V	27.3%	27.9%	26.4%	15.4%	15.8%	29.3%	14.4%	41.1%
%H (All HH)		99.0%	88.9%	21.1%	9.5%	75.5%	16.5%	58.9%
%H (TV HH)			89.8%	21.3%	9.6%	76.2%	16.6%	59.5%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands West

Household level data

Table 14.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2584	2505	2371	970	424	1817	808	1009
%H (All HH)		96.9%	91.8%	37.5%	16.4%	70.3%	31.3%	39.0%
%H (TV HH)			94.7%	38.7%	16.9%	72.5%	32.3%	40.3%
1	868	821	728	185	109	573	135	438
%V	33.6%	32.8%	30.7%	19.1%	25.7%	31.5%	16.7%	43.4%
%H (All HH)		94.6%	83.9%	21.3%	12.6%	66.0%	15.6%	50.5%
%H (TV HH)			88.7%	22.5%	13.3%	69.8%	16.4%	53.3%
2	784	772	749	304	113	586	245	340
%V	30.3%	30.8%	31.6%	31.3%	26.7%	32.3%	30.3%	33.7%
%H (All HH)		98.5%	95.5%	38.8%	14.4%	74.7%	31.3%	43.4%
%H (TV HH)			97.0%	39.4%	14.6%	75.9%	31.7%	44.0%
3	407	398	389	200	83	286	172	114
%V	15.8%	15.9%	16.4%	20.6%	19.6%	15.7%	21.3%	11.3%
%H (All HH)		97.8%	95.6%	49.1%	20.4%	70.3%	42.3%	28.0%
%H (TV HH)			97.7%	50.3%	20.9%	71.9%	43.2%	28.6%
4	334	328	324	172	78	248	167	81
%V	12.9%	13.1%	13.7%	17.7%	18.4%	13.6%	20.7%	8.0%
%H (All HH)		98.2%	97.0%	51.5%	23.4%	74.3%	50.0%	24.3%
%H (TV HH)			98.8%	52.4%	23.8%	75.6%	50.9%	24.7%
5+	191	186	182	108	42	124	89	36
%V	7.4%	7.4%	7.7%	11.1%	9.9%	6.8%	11.0%	3.6%
%H (All HH)		97.4%	95.3%	56.5%	22.0%	64.9%	46.6%	18.8%
%H (TV HH)			97.8%	58.1%	22.6%	66.7%	47.8%	19.4%
Average HH size	2.35	2.36	2.41	2.78	2.65	2.36	2.85	1.97

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands West

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2584	2505	2371	970	424	1817	808	1009
%H (All HH)		96.9%	91.8%	37.5%	16.4%	70.3%	31.3%	39.0%
%H (TV HH)			94.7%	38.7%	16.9%	72.5%	32.3%	40.3%
Without	1917	1852	1734	618	291	1357	512	845
%V	74.2%	73.9%	73.1%	63.7%	68.6%	74.7%	63.4%	83.7%
%H (All HH)		96.6%	90.5%	32.2%	15.2%	70.8%	26.7%	44.1%
%H (TV HH)			93.6%	33.4%	15.7%	73.3%	27.6%	45.6%
With	667	652	637	353	133	460	296	163
%V	25.8%	26.0%	26.9%	36.4%	31.4%	25.3%	36.6%	16.2%
%H (All HH)		97.8%	95.5%	52.9%	19.9%	69.0%	44.4%	24.4%
%H (TV HH)			97.7%	54.1%	20.4%	70.6%	45.4%	25.0%
0 - 3	265	257	248	143	46	171	106	65
%V	10.3%	10.3%	10.5%	14.7%	10.8%	9.4%	13.1%	6.4%
%H (All HH)		97.0%	93.6%	54.0%	17.4%	64.5%	40.0%	24.5%
%H (TV HH)			96.5%	55.6%	17.9%	66.5%	41.2%	25.3%
4 - 9	332	326	320	178	69	233	153	80
%V	12.8%	13.0%	13.5%	18.4%	16.3%	12.8%	18.9%	7.9%
%H (All HH)		98.2%	96.4%	53.6%	20.8%	70.2%	46.1%	24.1%
%H (TV HH)			98.2%	54.6%	21.2%	71.5%	46.9%	24.5%
10 - 15	326	320	316	176	68	238	161	77
%V	12.6%	12.8%	13.3%	18.1%	16.0%	13.1%	19.9%	7.6%
%H (All HH)		98.2%	96.9%	54.0%	20.9%	73.0%	49.4%	23.6%
%H (TV HH)			98.8%	55.0%	21.3%	74.4%	50.3%	24.1%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands West

Household level data

Table 14.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2584	2505	2371	970	424	1817	808	1009
%H (All HH)		96.9%	91.8%	37.5%	16.4%	70.3%	31.3%	39.0%
%H (TV HH)			94.7%	38.7%	16.9%	72.5%	32.3%	40.3%
1	1001	1001	901	316	138	603	151	452
%V	38.7%	40.0%	38.0%	32.6%	32.5%	33.2%	18.7%	44.8%
%H (All HH)		100.0%	90.0%	31.6%	13.8%	60.2%	15.1%	45.2%
%H (TV HH)			90.0%	31.6%	13.8%	60.2%	15.1%	45.2%
2	843	843	819	332	143	651	293	358
%V	32.6%	33.7%	34.5%	34.2%	33.7%	35.8%	36.3%	35.5%
%H (All HH)		100.0%	97.2%	39.4%	17.0%	77.2%	34.8%	42.5%
%H (TV HH)			97.2%	39.4%	17.0%	77.2%	34.8%	42.5%
3	412	412	403	188	83	347	205	142
%V	15.9%	16.4%	17.0%	19.4%	19.6%	19.1%	25.4%	14.1%
%H (All HH)		100.0%	97.8%	45.6%	20.1%	84.2%	49.8%	34.5%
%H (TV HH)			97.8%	45.6%	20.1%	84.2%	49.8%	34.5%
4	165	165	165	90	37	140	101	39
%V	6.4%	6.6%	7.0%	9.3%	8.7%	7.7%	12.5%	3.9%
%H (All HH)		100.0%	100.0%	54.5%	22.4%	84.8%	61.2%	23.6%
%H (TV HH)			100.0%	54.5%	22.4%	84.8%	61.2%	23.6%
5+	84	84	83	45	23	76	57	18
%V	3.3%	3.4%	3.5%	4.6%	5.4%	4.2%	7.1%	1.8%
%H (All HH)		100.0%	98.8%	53.6%	27.4%	90.5%	67.9%	21.4%
%H (TV HH)			98.8%	53.6%	27.4%	90.5%	67.9%	21.4%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands West

Household level data

Table 14.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2584	2505	2371	970	424	1817	808	1009
%H (All HH)		96.9%	91.8%	37.5%	16.4%	70.3%	31.3%	39.0%
%H (TV HH)			94.7%	38.7%	16.9%	72.5%	32.3%	40.3%
Under 20"	930	930	897	365	167	751	374	377
%V	36.0%	37.1%	37.8%	37.6%	39.4%	41.3%	46.3%	37.4%
%H (All HH)		100.0%	96.5%	39.2%	18.0%	80.8%	40.2%	40.5%
%H (TV HH)			96.5%	39.2%	18.0%	80.8%	40.2%	40.5%
20" - 29"	1188	1188	1102	396	197	900	373	528
%V	46.0%	47.4%	46.5%	40.8%	46.5%	49.5%	46.2%	52.3%
%H (All HH)		100.0%	92.8%	33.3%	16.6%	75.8%	31.4%	44.4%
%H (TV HH)			92.8%	33.3%	16.6%	75.8%	31.4%	44.4%
30" - 39"	1228	1228	1198	540	216	916	457	459
%V	47.5%	49.0%	50.5%	55.7%	50.9%	50.4%	56.6%	45.5%
%H (All HH)		100.0%	97.6%	44.0%	17.6%	74.6%	37.2%	37.4%
%H (TV HH)			97.6%	44.0%	17.6%	74.6%	37.2%	37.4%
40" and over	707	707	704	396	159	526	359	167
%V	27.4%	28.2%	29.7%	40.8%	37.5%	28.9%	44.4%	16.6%
%H (All HH)		100.0%	99.6%	56.0%	22.5%	74.4%	50.8%	23.6%
%H (TV HH)			99.6%	56.0%	22.5%	74.4%	50.8%	23.6%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands West

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2584	2505	2371	970	424	1817	808	1009
%H (All HH)		96.9%	91.8%	37.5%	16.4%	70.3%	31.3%	39.0%
%H (TV HH)			94.7%	38.7%	16.9%	72.5%	32.3%	40.3%
Main living room	2485	2485	2355	966	423	1804	805	998
%V	96.2%	99.2%	99.3%	99.6%	99.8%	99.3%	99.6%	98.9%
%H (All HH)		100.0%	94.8%	38.9%	17.0%	72.6%	32.4%	40.2%
%H (TV HH)			94.8%	38.9%	17.0%	72.6%	32.4%	40.2%
Kitchen	352	352	345	149	59	308	166	142
%V	13.6%	14.1%	14.6%	15.4%	13.9%	17.0%	20.5%	14.1%
%H (All HH)		100.0%	98.0%	42.3%	16.8%	87.5%	47.2%	40.3%
%H (TV HH)			98.0%	42.3%	16.8%	87.5%	47.2%	40.3%
Adult's bedroom	1102	1102	1080	499	223	887	508	379
%V	42.6%	44.0%	45.6%	51.4%	52.6%	48.8%	62.9%	37.6%
%H (All HH)		100.0%	98.0%	45.3%	20.2%	80.5%	46.1%	34.4%
%H (TV HH)			98.0%	45.3%	20.2%	80.5%	46.1%	34.4%
Child's bedroom	245	245	244	127	63	209	148	60
%V	9.5%	9.8%	10.3%	13.1%	14.9%	11.5%	18.3%	5.9%
%H (All HH)		100.0%	99.6%	51.8%	25.7%	85.3%	60.4%	24.5%
%H (TV HH)			99.6%	51.8%	25.7%	85.3%	60.4%	24.5%
Other bedroom	89	89	87	35	19	76	41	35
%V	3.4%	3.6%	3.7%	3.6%	4.5%	4.2%	5.1%	3.5%
%H (All HH)		100.0%	97.8%	39.3%	21.3%	85.4%	46.1%	39.3%
%H (TV HH)			97.8%	39.3%	21.3%	85.4%	46.1%	39.3%
Second living/dining room	301	301	293	138	59	241	139	102
%V	11.6%	12.0%	12.4%	14.2%	13.9%	13.3%	17.2%	10.1%
%H (All HH)		100.0%	97.3%	45.8%	19.6%	80.1%	46.2%	33.9%
%H (TV HH)			97.3%	45.8%	19.6%	80.1%	46.2%	33.9%
Study/office	53	53	52	27	7	47	27	20
%V	2.1%	2.1%	2.2%	2.8%	1.7%	2.6%	3.3%	2.0%
%H (All HH)		100.0%	98.1%	50.9%	13.2%	88.7%	50.9%	37.7%
%H (TV HH)			98.1%	50.9%	13.2%	88.7%	50.9%	37.7%
TV room	21	21	21	12	3	18	12	6
%V	0.8%	0.8%	0.9%	1.2%	0.7%	1.0%	1.5%	0.6%
%H (All HH)		100.0%	100.0%	57.1%	14.3%	85.7%	57.1%	28.6%
%H (TV HH)			100.0%	57.1%	14.3%	85.7%	57.1%	28.6%
No specific location	6	6	6	4	1	5	3	1
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.3%	0.4%	0.1%
%H (All HH)		100.0%	100.0%	66.7%	16.7%	83.3%	50.0%	16.7%
%H (TV HH)			100.0%	66.7%	16.7%	83.3%	50.0%	16.7%
Other	15	15	15	8	3	14	10	4
%V	0.6%	0.6%	0.6%	0.8%	0.7%	0.8%	1.2%	0.4%
%H (All HH)		100.0%	100.0%	53.3%	20.0%	93.3%	66.7%	26.7%
%H (TV HH)			100.0%	53.3%	20.0%	93.3%	66.7%	26.7%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands West

Household level data

Table 14.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2584	2505	2371	970	424	1817	808	1009
%H (All HH)		96.9%	91.8%	37.5%	16.4%	70.3%	31.3%	39.0%
%H (TV HH)			94.7%	38.7%	16.9%	72.5%	32.3%	40.3%
PVR	1110	1110	1109	717	192	802	576	226
%V	43.0%	44.3%	46.8%	73.9%	45.3%	44.1%	71.3%	22.4%
%H (All HH)		100.0%	99.9%	64.6%	17.3%	72.3%	51.9%	20.4%
%H (TV HH)			99.9%	64.6%	17.3%	72.3%	51.9%	20.4%
DVDR	326	326	317	138	56	255	125	130
%V	12.6%	13.0%	13.4%	14.2%	13.2%	14.0%	15.5%	12.9%
%H (All HH)		100.0%	97.2%	42.3%	17.2%	78.2%	38.3%	39.9%
%H (TV HH)			97.2%	42.3%	17.2%	78.2%	38.3%	39.9%
VCR	484	484	450	151	73	364	130	234
%V	18.7%	19.3%	19.0%	15.6%	17.2%	20.0%	16.1%	23.2%
%H (All HH)		100.0%	93.0%	31.2%	15.1%	75.2%	26.9%	48.3%
%H (TV HH)			93.0%	31.2%	15.1%	75.2%	26.9%	48.3%
Any recorder	1530	1530	1491	799	255	1115	650	464
%V	59.2%	61.1%	62.9%	82.4%	60.1%	61.4%	80.4%	46.0%
%H (All HH)		100.0%	97.5%	52.2%	16.7%	72.9%	42.5%	30.3%
%H (TV HH)			97.5%	52.2%	16.7%	72.9%	42.5%	30.3%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands West

Household level data

Table 14.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2584	2505	2371	970	424	1817	808	1009
%H (All HH)		96.9%	91.8%	37.5%	16.4%	70.3%	31.3%	39.0%
%H (TV HH)			94.7%	38.7%	16.9%	72.5%	32.3%	40.3%
Receives HDTV (via STB or built-in reception)	812	812	812	452	225	603	446	157
%V	31.4%	32.4%	34.2%	46.6%	53.1%	33.2%	55.2%	15.6%
%H (All HH)		100.0%	100.0%	55.7%	27.7%	74.3%	54.9%	19.3%
%H (TV HH)			100.0%	55.7%	27.7%	74.3%	54.9%	19.3%
DVD/Blu-ray player or recorder	1901	1901	1838	806	340	1411	692	720
%V	73.6%	75.9%	77.5%	83.1%	80.2%	77.7%	85.6%	71.4%
%H (All HH)		100.0%	96.7%	42.4%	17.9%	74.2%	36.4%	37.9%
%H (TV HH)			96.7%	42.4%	17.9%	74.2%	36.4%	37.9%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Midlands West
Household level data
Table 14.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	2584	2505	2371	970	424	1817	808	1009
%H (All HH)		96.9%	91.8%	37.5%	16.4%	70.3%	31.3%	39.0%
%H (TV HH)			94.7%	38.7%	16.9%	72.5%	32.3%	40.3%
Has PC or Laptop	1822	1786	1744	838	346	1302	714	588
%V	70.5%	71.3%	73.6%	86.4%	81.6%	71.7%	88.4%	58.3%
%H (All HH)		98.0%	95.7%	46.0%	19.0%	71.5%	39.2%	32.3%
%H (TV HH)			97.6%	46.9%	19.4%	72.9%	40.0%	32.9%
Has broadband internet	1661	1623	1590	785	341	1175	684	491
%V	64.3%	64.8%	67.1%	80.9%	80.4%	64.7%	84.7%	48.7%
%H (All HH)		97.7%	95.7%	47.3%	20.5%	70.7%	41.2%	29.6%
%H (TV HH)			98.0%	48.4%	21.0%	72.4%	42.1%	30.3%

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands West

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5039	4860	2150	948	3917	2072	1846
%H		96.4%	42.7%	18.8%	77.7%	41.1%	36.6%
Under 20"	1289	1245	536	251	1058	581	477
%V	25.6%	25.6%	24.9%	26.5%	27.0%	28.0%	25.8%
%H		96.6%	41.6%	19.5%	82.1%	45.1%	37.0%
20" - 29"	1526	1431	529	259	1192	527	665
%V	30.3%	29.4%	24.6%	27.3%	30.4%	25.4%	36.0%
%H		93.8%	34.7%	17.0%	78.1%	34.5%	43.6%
30" - 39"	1405	1374	637	257	1058	555	503
%V	27.9%	28.3%	29.6%	27.1%	27.0%	26.8%	27.2%
%H		97.8%	45.3%	18.3%	75.3%	39.5%	35.8%
40" and over	770	766	434	172	576	395	181
%V	15.3%	15.8%	20.2%	18.1%	14.7%	19.1%	9.8%
%H		99.5%	56.4%	22.3%	74.8%	51.3%	23.5%
Don't know	49	43	15	8	33	13	20
%V	1.0%	0.9%	0.7%	0.8%	0.8%	0.6%	1.1%
%H		87.8%	30.6%	16.3%	67.3%	26.5%	40.8%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands West

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5039	4860	2150	948	3917	2072	1846
%H		96.4%	42.7%	18.8%	77.7%	41.1%	36.6%
Main living room	2515	2384	977	431	1828	819	1009
%V	49.9%	49.1%	45.4%	45.5%	46.7%	39.5%	54.7%
%H		94.8%	38.8%	17.1%	72.7%	32.6%	40.1%
Kitchen	354	347	150	60	309	167	142
%V	7.0%	7.1%	7.0%	6.3%	7.9%	8.1%	7.7%
%H		98.0%	42.4%	16.9%	87.3%	47.2%	40.1%
Adult's bedroom	1340	1313	619	275	1085	642	443
%V	26.6%	27.0%	28.8%	29.0%	27.7%	31.0%	24.0%
%H		98.0%	46.2%	20.5%	81.0%	47.9%	33.1%
Child's bedroom	327	325	173	86	277	203	75
%V	6.5%	6.7%	8.0%	9.1%	7.1%	9.8%	4.1%
%H		99.4%	52.9%	26.3%	84.7%	62.1%	22.9%
Other bedroom	102	98	40	21	86	46	40
%V	2.0%	2.0%	1.9%	2.2%	2.2%	2.2%	2.2%
%H		96.1%	39.2%	20.6%	84.3%	45.1%	39.2%
Second living/dining room	306	298	140	60	247	142	105
%V	6.1%	6.1%	6.5%	6.3%	6.3%	6.9%	5.7%
%H		97.4%	45.8%	19.6%	80.7%	46.4%	34.3%
Study/office	53	52	27	7	47	27	20
%V	1.1%	1.1%	1.3%	0.7%	1.2%	1.3%	1.1%
%H		98.1%	50.9%	13.2%	88.7%	50.9%	37.7%
TV room	22	21	12	4	18	12	6
%V	0.4%	0.4%	0.6%	0.4%	0.5%	0.6%	0.3%
%H		95.5%	54.5%	18.2%	81.8%	54.5%	27.3%
No specific location	6	6	4	1	5	3	1
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	66.7%	16.7%	83.3%	50.0%	16.7%
Other	16	16	9	3	15	11	4
%V	0.3%	0.3%	0.4%	0.3%	0.4%	0.5%	0.2%
%H		100.0%	56.3%	18.8%	93.8%	68.8%	25.0%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Midlands West
Set level data
Table 14.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5039	4860	2150	948	3917	2072	1846
%H		96.4%	42.7%	18.8%	77.7%	41.1%	36.6%
PVR	1358	1357	921	227	977	733	244
%V	26.9%	27.9%	42.8%	23.9%	24.9%	35.4%	13.2%
%H		99.9%	67.8%	16.7%	71.9%	54.0%	18.0%
DVDR	374	364	162	65	297	150	147
%V	7.4%	7.5%	7.5%	6.9%	7.6%	7.2%	8.0%
%H		97.3%	43.3%	17.4%	79.4%	40.1%	39.3%
VCR	551	516	177	87	418	156	262
%V	10.9%	10.6%	8.2%	9.2%	10.7%	7.5%	14.2%
%H		93.6%	32.1%	15.8%	75.9%	28.3%	47.5%
Any recorder	1959	1917	1086	325	1448	896	552
%V	38.9%	39.4%	50.5%	34.3%	37.0%	43.2%	29.9%
%H		97.9%	55.4%	16.6%	73.9%	45.7%	28.2%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 14.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	5039	4860	2150	948	3917	2072	1846
%H		96.4%	42.7%	18.8%	77.7%	41.1%	36.6%
Receives HDTV (via STB or built-in reception)	1026	1026	570	284	785	581	204
%V	20.4%	21.1%	26.5%	30.0%	20.0%	28.0%	11.1%
%H		100.0%	55.6%	27.7%	76.5%	56.6%	19.9%
DVD/Blu-ray player or recorder	2806	2739	1278	530	2186	1209	977
%V	55.7%	56.4%	59.4%	55.9%	55.8%	58.3%	52.9%
%H		97.6%	45.5%	18.9%	77.9%	43.1%	34.8%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands West

Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2500	2368	969	424	1815	807	1008
%H		94.7%	38.8%	17.0%	72.6%	32.3%	40.3%
Under 20"	71	56	8	6	49	6	42
%V	2.8%	2.4%	0.8%	1.4%	2.7%	0.7%	4.2%
%H		78.9%	11.3%	8.5%	69.0%	8.5%	59.2%
20" - 29"	701	621	152	93	499	119	380
%V	28.0%	26.2%	15.7%	21.9%	27.5%	14.7%	37.7%
%H		88.6%	21.7%	13.3%	71.2%	17.0%	54.2%
30" - 39"	1029	999	421	172	754	337	418
%V	41.2%	42.2%	43.4%	40.6%	41.5%	41.8%	41.5%
%H		97.1%	40.9%	16.7%	73.3%	32.8%	40.6%
40" and over	675	673	381	150	500	342	159
%V	27.0%	28.4%	39.3%	35.4%	27.5%	42.4%	15.8%
%H		99.7%	56.4%	22.2%	74.1%	50.7%	23.6%
Don't know	24	19	6	4	13	4	9
%V	1.0%	0.8%	0.6%	0.9%	0.7%	0.5%	0.9%
%H		79.2%	25.0%	16.7%	54.2%	16.7%	37.5%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Midlands West
Set level data
Table 14.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2500	2368	969	424	1815	807	1008
%H		94.7%	38.8%	17.0%	72.6%	32.3%	40.3%
PVR	1076	1074	702	185	770	559	211
%V	43.0%	45.4%	72.4%	43.6%	42.4%	69.3%	20.9%
%H		99.8%	65.2%	17.2%	71.6%	52.0%	19.6%
DVDR	270	261	109	48	208	97	110
%V	10.8%	11.0%	11.2%	11.3%	11.5%	12.0%	10.9%
%H		96.7%	40.4%	17.8%	77.0%	35.9%	40.7%
VCR	396	365	110	55	293	86	206
%V	15.8%	15.4%	11.4%	13.0%	16.1%	10.7%	20.4%
%H		92.2%	27.8%	13.9%	74.0%	21.7%	52.0%
Any recorder	1468	1431	779	241	1064	627	437
%V	58.7%	60.4%	80.4%	56.8%	58.6%	77.7%	43.4%
%H		97.5%	53.1%	16.4%	72.5%	42.7%	29.8%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 14.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	2500	2368	969	424	1815	807	1008
%H		94.7%	38.8%	17.0%	72.6%	32.3%	40.3%
Receives HDTV (via STB or built-in reception)	777	777	434	213	571	422	150
%V	31.1%	32.8%	44.8%	50.2%	31.5%	52.3%	14.9%
%H		100.0%	55.9%	27.4%	73.5%	54.3%	19.3%
DVD/Blu-ray player or recorder	1784	1723	754	314	1311	633	679
%V	71.4%	72.8%	77.8%	74.1%	72.2%	78.4%	67.4%
%H		96.6%	42.3%	17.6%	73.5%	35.5%	38.1%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Midlands West
Set level data
Table 14.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	2539	2492	1182	523	2102	1264	838
%H		98.1%	46.6%	20.6%	82.8%	49.8%	33.0%
Under 20"	1218	1189	528	245	1009	574	435
%V	48.0%	47.7%	44.7%	46.8%	48.0%	45.4%	51.9%
%H		97.6%	43.3%	20.1%	82.8%	47.1%	35.7%
20" - 29"	825	811	377	166	693	408	285
%V	32.5%	32.5%	31.9%	31.7%	33.0%	32.3%	34.0%
%H		98.3%	45.7%	20.1%	84.0%	49.5%	34.5%
30" - 39"	376	376	216	85	304	219	85
%V	14.8%	15.1%	18.3%	16.3%	14.5%	17.3%	10.1%
%H		100.0%	57.4%	22.6%	80.9%	58.2%	22.6%
40" and over	94	93	53	22	76	54	22
%V	3.7%	3.7%	4.5%	4.2%	3.6%	4.3%	2.6%
%H		98.9%	56.4%	23.4%	80.9%	57.4%	23.4%
Don't know	25	24	8	4	20	9	11
%V	1.0%	1.0%	0.7%	0.8%	1.0%	0.7%	1.3%
%H		96.0%	32.0%	16.0%	80.0%	36.0%	44.0%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Midlands West
Set level data
Table 14.19: Other Set (non-Main Set) Recorders
Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2539	2492	1182	523	2102	1264	838
%H		98.1%	46.6%	20.6%	82.8%	49.8%	33.0%
PVR	283	283	219	42	207	174	33
%V	11.1%	11.4%	18.5%	8.0%	9.8%	13.8%	3.9%
%H		100.0%	77.4%	14.8%	73.1%	61.5%	11.7%
DVDR	104	102	53	17	89	52	37
%V	4.1%	4.1%	4.5%	3.3%	4.2%	4.1%	4.4%
%H		98.1%	51.0%	16.3%	85.6%	50.0%	35.6%
VCR	155	151	68	32	125	70	55
%V	6.1%	6.1%	5.8%	6.1%	5.9%	5.5%	6.6%
%H		97.4%	43.9%	20.6%	80.6%	45.2%	35.5%
Any recorder	491	486	307	84	384	269	114
%V	19.3%	19.5%	26.0%	16.1%	18.3%	21.3%	13.6%
%H		99.0%	62.5%	17.1%	78.2%	54.8%	23.2%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 14.20: Other Set (non-Main Set) - Other TV equipment
Platforms available in household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2539	2492	1182	523	2102	1264	838
%H		98.1%	46.6%	20.6%	82.8%	49.8%	33.0%
Receives HDTV (via STB or built-in reception)	249	249	136	71	213	159	54
%V	9.8%	10.0%	11.5%	13.6%	10.1%	12.6%	6.4%
%H		100.0%	54.6%	28.5%	85.5%	63.9%	21.7%
DVD/Blu-ray player or recorder	1022	1016	524	217	875	576	299
%V	40.3%	40.8%	44.3%	41.5%	41.6%	45.6%	35.7%
%H		99.4%	51.3%	21.2%	85.6%	56.4%	29.3%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands West

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6062	5913	5705	2697	1125	4283	2300	1983
%H		97.5%	94.1%	44.5%	18.6%	70.7%	37.9%	32.7%
Total Children	1202	1176	1152	642	245	824	537	287
%V	19.8%	19.9%	20.2%	23.8%	21.8%	19.2%	23.3%	14.5%
%H		97.8%	95.8%	53.4%	20.4%	68.6%	44.7%	23.9%
0 - 3	317	307	294	170	59	199	126	73
%V	5.2%	5.2%	5.2%	6.3%	5.2%	4.6%	5.5%	3.7%
%H		96.8%	92.7%	53.6%	18.6%	62.8%	39.7%	23.0%
4 - 15	884	869	858	472	185	625	411	214
%V	14.6%	14.7%	15.0%	17.5%	16.4%	14.6%	17.9%	10.8%
%H		98.3%	97.1%	53.4%	20.9%	70.7%	46.5%	24.2%
4 - 9	446	439	432	238	92	311	201	110
%V	7.4%	7.4%	7.6%	8.8%	8.2%	7.3%	8.7%	5.5%
%H		98.4%	96.9%	53.4%	20.6%	69.7%	45.1%	24.7%
10 - 15	438	430	425	234	94	313	210	103
%V	7.2%	7.3%	7.4%	8.7%	8.4%	7.3%	9.1%	5.2%
%H		98.2%	97.0%	53.4%	21.5%	71.5%	47.9%	23.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6062	5913	5705	2697	1125	4283	2300	1983
%H		97.5%	94.1%	44.5%	18.6%	70.7%	37.9%	32.7%
Total Adults (16+)	4860	4737	4554	2055	880	3459	1763	1696
%V	80.2%	80.1%	79.8%	76.2%	78.2%	80.8%	76.7%	85.5%
%H		97.5%	93.7%	42.3%	18.1%	71.2%	36.3%	34.9%
16 - 19	295	291	285	152	75	205	140	65
%V	4.9%	4.9%	5.0%	5.6%	6.7%	4.8%	6.1%	3.3%
%H		98.6%	96.6%	51.5%	25.4%	69.5%	47.5%	22.0%
20 - 24	380	357	339	160	78	250	141	109
%V	6.3%	6.0%	5.9%	5.9%	6.9%	5.8%	6.1%	5.5%
%H		93.9%	89.2%	42.1%	20.5%	65.8%	37.1%	28.7%
25 - 34	763	730	709	385	153	482	299	183
%V	12.6%	12.3%	12.4%	14.3%	13.6%	11.3%	13.0%	9.2%
%H		95.7%	92.9%	50.5%	20.1%	63.2%	39.2%	24.0%
35 - 44	814	789	776	404	176	563	351	212
%V	13.4%	13.3%	13.6%	15.0%	15.6%	13.1%	15.3%	10.7%
%H		96.9%	95.3%	49.6%	21.6%	69.2%	43.1%	26.0%
45 - 54	830	816	795	380	170	604	347	257
%V	13.7%	13.8%	13.9%	14.1%	15.1%	14.1%	15.1%	13.0%
%H		98.3%	95.8%	45.8%	20.5%	72.8%	41.8%	31.0%
55 - 64	745	730	707	316	118	555	272	284
%V	12.3%	12.3%	12.4%	11.7%	10.5%	13.0%	11.8%	14.3%
%H		98.0%	94.9%	42.4%	15.8%	74.5%	36.5%	38.1%
65+	1033	1024	943	259	110	800	214	586
%V	17.0%	17.3%	16.5%	9.6%	9.8%	18.7%	9.3%	29.6%
%H		99.1%	91.3%	25.1%	10.6%	77.4%	20.7%	56.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands West

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4860	4737	4554	2055	880	3459	1763	1696
%H		97.5%	93.7%	42.3%	18.1%	71.2%	36.3%	34.9%
AB	1023	1007	978	478	143	743	376	366
%V	21.0%	21.3%	21.5%	23.3%	16.3%	21.5%	21.3%	21.6%
%H		98.4%	95.6%	46.7%	14.0%	72.6%	36.8%	35.8%
C1	1243	1199	1154	528	238	889	472	417
%V	25.6%	25.3%	25.3%	25.7%	27.0%	25.7%	26.8%	24.6%
%H		96.5%	92.8%	42.5%	19.1%	71.5%	38.0%	33.5%
C2	1127	1107	1082	493	252	831	485	346
%V	23.2%	23.4%	23.8%	24.0%	28.6%	24.0%	27.5%	20.4%
%H		98.2%	96.0%	43.7%	22.4%	73.7%	43.0%	30.7%
D	941	919	887	412	169	648	316	332
%V	19.4%	19.4%	19.5%	20.0%	19.2%	18.7%	17.9%	19.6%
%H		97.7%	94.3%	43.8%	18.0%	68.9%	33.6%	35.3%
E	527	505	453	144	78	347	113	234
%V	10.8%	10.7%	9.9%	7.0%	8.9%	10.0%	6.4%	13.8%
%H		95.8%	86.0%	27.3%	14.8%	65.8%	21.4%	44.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands West

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4860	4737	4554	2055	880	3459	1763	1696
%H		97.5%	93.7%	42.3%	18.1%	71.2%	36.3%	34.9%
Working full time	2077	2028	1982	1006	430	1461	885	576
%V	42.7%	42.8%	43.5%	49.0%	48.9%	42.2%	50.2%	34.0%
%H		97.6%	95.4%	48.4%	20.7%	70.3%	42.6%	27.7%
Working part time	538	530	518	257	104	396	228	168
%V	11.1%	11.2%	11.4%	12.5%	11.8%	11.4%	12.9%	9.9%
%H		98.5%	96.3%	47.8%	19.3%	73.6%	42.4%	31.2%
Not working	2245	2179	2053	792	346	1601	650	951
%V	46.2%	46.0%	45.1%	38.5%	39.3%	46.3%	36.9%	56.1%
%H		97.1%	91.4%	35.3%	15.4%	71.3%	29.0%	42.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands West

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2374	2306	2229	1041	432	1682	887	795
%H		97.1%	93.9%	43.9%	18.2%	70.9%	37.4%	33.5%
16 - 19	149	146	144	81	37	107	77	30
%V	6.3%	6.3%	6.5%	7.8%	8.6%	6.4%	8.7%	3.8%
%H		98.0%	96.6%	54.4%	24.8%	71.8%	51.7%	20.1%
20 - 24	190	181	173	82	40	129	73	56
%V	8.0%	7.8%	7.8%	7.9%	9.3%	7.7%	8.2%	7.0%
%H		95.3%	91.1%	43.2%	21.1%	67.9%	38.4%	29.5%
25 - 34	385	365	358	191	78	240	144	95
%V	16.2%	15.8%	16.1%	18.3%	18.1%	14.3%	16.2%	11.9%
%H		94.8%	93.0%	49.6%	20.3%	62.3%	37.4%	24.7%
35 - 44	405	390	381	200	83	277	172	105
%V	17.1%	16.9%	17.1%	19.2%	19.2%	16.5%	19.4%	13.2%
%H		96.3%	94.1%	49.4%	20.5%	68.4%	42.5%	25.9%
45 - 54	408	401	390	183	83	293	163	130
%V	17.2%	17.4%	17.5%	17.6%	19.2%	17.4%	18.4%	16.4%
%H		98.3%	95.6%	44.9%	20.3%	71.8%	40.0%	31.9%
55 - 64	372	362	353	169	54	277	141	136
%V	15.7%	15.7%	15.8%	16.2%	12.5%	16.5%	15.9%	17.1%
%H		97.3%	94.9%	45.4%	14.5%	74.5%	37.9%	36.6%
65+	465	460	430	136	58	359	117	242
%V	19.6%	19.9%	19.3%	13.1%	13.4%	21.3%	13.2%	30.4%
%H		98.9%	92.5%	29.2%	12.5%	77.2%	25.2%	52.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands West

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2374	2306	2229	1041	432	1682	887	795
%H		97.1%	93.9%	43.9%	18.2%	70.9%	37.4%	33.5%
AB	515	506	493	247	71	373	194	179
%V	21.7%	21.9%	22.1%	23.7%	16.4%	22.2%	21.9%	22.5%
%H		98.3%	95.7%	48.0%	13.8%	72.4%	37.7%	34.8%
C1	576	557	539	255	115	409	228	182
%V	24.3%	24.2%	24.2%	24.5%	26.6%	24.3%	25.7%	22.9%
%H		96.7%	93.6%	44.3%	20.0%	71.0%	39.6%	31.6%
C2	619	607	591	269	131	453	257	196
%V	26.1%	26.3%	26.5%	25.8%	30.3%	26.9%	29.0%	24.7%
%H		98.1%	95.5%	43.5%	21.2%	73.2%	41.5%	31.7%
D	448	436	424	206	84	303	156	147
%V	18.9%	18.9%	19.0%	19.8%	19.4%	18.0%	17.6%	18.5%
%H		97.3%	94.6%	46.0%	18.8%	67.6%	34.8%	32.8%
E	215	200	182	64	31	143	53	90
%V	9.1%	8.7%	8.2%	6.1%	7.2%	8.5%	6.0%	11.3%
%H		93.0%	84.7%	29.8%	14.4%	66.5%	24.7%	41.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands West

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2374	2306	2229	1041	432	1682	887	795
%H		97.1%	93.9%	43.9%	18.2%	70.9%	37.4%	33.5%
Working full time	1332	1298	1267	649	269	927	559	368
%V	56.1%	56.3%	56.8%	62.3%	62.3%	55.1%	63.0%	46.3%
%H		97.4%	95.1%	48.7%	20.2%	69.6%	42.0%	27.6%
Working part time	102	100	99	51	15	73	38	35
%V	4.3%	4.3%	4.4%	4.9%	3.5%	4.3%	4.3%	4.4%
%H		98.0%	97.1%	50.0%	14.7%	71.6%	37.3%	34.3%
Not working	940	909	863	341	148	682	290	392
%V	39.6%	39.4%	38.7%	32.8%	34.3%	40.5%	32.7%	49.3%
%H		96.7%	91.8%	36.3%	15.7%	72.6%	30.9%	41.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands West

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2486	2431	2324	1014	448	1777	875	901
%H		97.8%	93.5%	40.8%	18.0%	71.5%	35.2%	36.2%
16 - 19	146	145	141	71	38	98	63	35
%V	5.9%	6.0%	6.1%	7.0%	8.5%	5.5%	7.2%	3.9%
%H		99.3%	96.6%	48.6%	26.0%	67.1%	43.2%	24.0%
20 - 24	190	176	166	78	38	120	68	53
%V	7.6%	7.2%	7.1%	7.7%	8.5%	6.8%	7.8%	5.9%
%H		92.6%	87.4%	41.1%	20.0%	63.2%	35.8%	27.9%
25 - 34	378	365	351	194	75	242	154	88
%V	15.2%	15.0%	15.1%	19.1%	16.7%	13.6%	17.6%	9.8%
%H		96.6%	92.9%	51.3%	19.8%	64.0%	40.7%	23.3%
35 - 44	409	399	395	204	93	286	179	108
%V	16.5%	16.4%	17.0%	20.1%	20.8%	16.1%	20.5%	12.0%
%H		97.6%	96.6%	49.9%	22.7%	69.9%	43.8%	26.4%
45 - 54	422	415	405	197	87	311	184	127
%V	17.0%	17.1%	17.4%	19.4%	19.4%	17.5%	21.0%	14.1%
%H		98.3%	96.0%	46.7%	20.6%	73.7%	43.6%	30.1%
55 - 64	373	368	353	147	65	279	131	148
%V	15.0%	15.1%	15.2%	14.5%	14.5%	15.7%	15.0%	16.4%
%H		98.7%	94.6%	39.4%	17.4%	74.8%	35.1%	39.7%
65+	568	564	513	123	52	441	97	344
%V	22.8%	23.2%	22.1%	12.1%	11.6%	24.8%	11.1%	38.2%
%H		99.3%	90.3%	21.7%	9.2%	77.6%	17.1%	60.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands West

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2486	2431	2324	1014	448	1777	875	901
%H		97.8%	93.5%	40.8%	18.0%	71.5%	35.2%	36.2%
AB	507	500	485	231	72	370	182	187
%V	20.4%	20.6%	20.9%	22.8%	16.1%	20.8%	20.8%	20.8%
%H		98.6%	95.7%	45.6%	14.2%	73.0%	35.9%	36.9%
C1	667	642	615	272	123	480	245	235
%V	26.8%	26.4%	26.5%	26.8%	27.5%	27.0%	28.0%	26.1%
%H		96.3%	92.2%	40.8%	18.4%	72.0%	36.7%	35.2%
C2	508	500	491	224	120	378	228	150
%V	20.4%	20.6%	21.1%	22.1%	26.8%	21.3%	26.1%	16.6%
%H		98.4%	96.7%	44.1%	23.6%	74.4%	44.9%	29.5%
D	493	483	463	206	86	345	160	186
%V	19.8%	19.9%	19.9%	20.3%	19.2%	19.4%	18.3%	20.6%
%H		98.0%	93.9%	41.8%	17.4%	70.0%	32.5%	37.7%
E	311	305	270	80	47	204	60	144
%V	12.5%	12.5%	11.6%	7.9%	10.5%	11.5%	6.9%	16.0%
%H		98.1%	86.8%	25.7%	15.1%	65.6%	19.3%	46.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands West

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2486	2431	2324	1014	448	1777	875	901
%H		97.8%	93.5%	40.8%	18.0%	71.5%	35.2%	36.2%
Working full time	745	730	715	356	161	534	325	209
%V	30.0%	30.0%	30.8%	35.1%	35.9%	30.1%	37.1%	23.2%
%H		98.0%	96.0%	47.8%	21.6%	71.7%	43.6%	28.1%
Working part time	436	431	419	206	89	323	190	133
%V	17.5%	17.7%	18.0%	20.3%	19.9%	18.2%	21.7%	14.8%
%H		98.9%	96.1%	47.2%	20.4%	74.1%	43.6%	30.5%
Not working	1305	1271	1190	451	198	919	360	559
%V	52.5%	52.3%	51.2%	44.5%	44.2%	51.7%	41.1%	62.0%
%H		97.4%	91.2%	34.6%	15.2%	70.4%	27.6%	42.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands East

Household level data

Table 15.1: Social Grade

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	957	929	881	327	216	658	304	354
%H (All HH)		97.1%	92.1%	34.2%	22.6%	68.8%	31.8%	37.0%
%H (TV HH)			94.8%	35.2%	23.3%	70.8%	32.7%	38.1%
AB	230	226	218	93	47	161	80	82
%V	24.0%	24.3%	24.7%	28.4%	21.8%	24.5%	26.3%	23.2%
%H (All HH)		98.3%	94.8%	40.4%	20.4%	70.0%	34.8%	35.7%
%H (TV HH)			96.5%	41.2%	20.8%	71.2%	35.4%	36.3%
C1	261	250	240	90	62	184	91	93
%V	27.3%	26.9%	27.2%	27.5%	28.7%	28.0%	29.9%	26.3%
%H (All HH)		95.8%	92.0%	34.5%	23.8%	70.5%	34.9%	35.6%
%H (TV HH)			96.0%	36.0%	24.8%	73.6%	36.4%	37.2%
C2	185	182	176	67	47	133	67	66
%V	19.3%	19.6%	20.0%	20.5%	21.8%	20.2%	22.0%	18.6%
%H (All HH)		98.4%	95.1%	36.2%	25.4%	71.9%	36.2%	35.7%
%H (TV HH)			96.7%	36.8%	25.8%	73.1%	36.8%	36.3%
D	155	152	142	49	41	99	44	55
%V	16.2%	16.4%	16.1%	15.0%	19.0%	15.0%	14.5%	15.5%
%H (All HH)		98.1%	91.6%	31.6%	26.5%	63.9%	28.4%	35.5%
%H (TV HH)			93.4%	32.2%	27.0%	65.1%	28.9%	36.2%
E	126	120	106	29	18	81	22	59
%V	13.2%	12.9%	12.0%	8.9%	8.3%	12.3%	7.2%	16.7%
%H (All HH)		95.2%	84.1%	23.0%	14.3%	64.3%	17.5%	46.8%
%H (TV HH)			88.3%	24.2%	15.0%	67.5%	18.3%	49.2%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands East

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	957	929	881	327	216	658	304	354
%H (All HH)		97.1%	92.1%	34.2%	22.6%	68.8%	31.8%	37.0%
%H (TV HH)			94.8%	35.2%	23.3%	70.8%	32.7%	38.1%
Under 25	50	43	39	15	10	28	12	16
%V	5.2%	4.6%	4.4%	4.6%	4.6%	4.3%	3.9%	4.5%
%H (All HH)		86.0%	78.0%	30.0%	20.0%	56.0%	24.0%	32.0%
%H (TV HH)			90.7%	34.9%	23.3%	65.1%	27.9%	37.2%
25 - 34	149	141	137	62	36	85	44	41
%V	15.6%	15.2%	15.6%	19.0%	16.7%	12.9%	14.5%	11.6%
%H (All HH)		94.6%	91.9%	41.6%	24.2%	57.0%	29.5%	27.5%
%H (TV HH)			97.2%	44.0%	25.5%	60.3%	31.2%	29.1%
35 - 44	172	167	162	76	47	109	64	45
%V	18.0%	18.0%	18.4%	23.2%	21.8%	16.6%	21.1%	12.7%
%H (All HH)		97.1%	94.2%	44.2%	27.3%	63.4%	37.2%	26.2%
%H (TV HH)			97.0%	45.5%	28.1%	65.3%	38.3%	26.9%
45 - 54	186	182	178	72	49	139	78	61
%V	19.4%	19.6%	20.2%	22.0%	22.7%	21.1%	25.7%	17.2%
%H (All HH)		97.8%	95.7%	38.7%	26.3%	74.7%	41.9%	32.8%
%H (TV HH)			97.8%	39.6%	26.9%	76.4%	42.9%	33.5%
55 - 64	163	159	153	57	37	116	54	62
%V	17.0%	17.1%	17.4%	17.4%	17.1%	17.6%	17.8%	17.5%
%H (All HH)		97.5%	93.9%	35.0%	22.7%	71.2%	33.1%	38.0%
%H (TV HH)			96.2%	35.8%	23.3%	73.0%	34.0%	39.0%
65 +	239	237	212	46	37	182	52	130
%V	25.0%	25.5%	24.1%	14.1%	17.1%	27.7%	17.1%	36.7%
%H (All HH)		99.2%	88.7%	19.2%	15.5%	76.2%	21.8%	54.4%
%H (TV HH)			89.5%	19.4%	15.6%	76.8%	21.9%	54.9%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands East

Household level data

Table 15.3: Size of Household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	957	929	881	327	216	658	304	354
%H (All HH)		97.1%	92.1%	34.2%	22.6%	68.8%	31.8%	37.0%
%H (TV HH)			94.8%	35.2%	23.3%	70.8%	32.7%	38.1%
1	329	311	282	65	51	231	63	168
%V	34.4%	33.5%	32.0%	19.9%	23.6%	35.1%	20.7%	47.5%
%H (All HH)		94.5%	85.7%	19.8%	15.5%	70.2%	19.1%	51.1%
%H (TV HH)			90.7%	20.9%	16.4%	74.3%	20.3%	54.0%
2	302	297	284	109	67	211	99	112
%V	31.6%	32.0%	32.2%	33.3%	31.0%	32.1%	32.6%	31.6%
%H (All HH)		98.3%	94.0%	36.1%	22.2%	69.9%	32.8%	37.1%
%H (TV HH)			95.6%	36.7%	22.6%	71.0%	33.3%	37.7%
3	138	134	132	60	41	90	54	35
%V	14.4%	14.4%	15.0%	18.3%	19.0%	13.7%	17.8%	9.9%
%H (All HH)		97.1%	95.7%	43.5%	29.7%	65.2%	39.1%	25.4%
%H (TV HH)			98.5%	44.8%	30.6%	67.2%	40.3%	26.1%
4	126	125	122	60	39	87	62	26
%V	13.2%	13.5%	13.8%	18.3%	18.1%	13.2%	20.4%	7.3%
%H (All HH)		99.2%	96.8%	47.6%	31.0%	69.0%	49.2%	20.6%
%H (TV HH)			97.6%	48.0%	31.2%	69.6%	49.6%	20.8%
5+	63	62	61	33	19	39	26	14
%V	6.6%	6.7%	6.9%	10.1%	8.8%	5.9%	8.6%	4.0%
%H (All HH)		98.4%	96.8%	52.4%	30.2%	61.9%	41.3%	22.2%
%H (TV HH)			98.4%	53.2%	30.6%	62.9%	41.9%	22.6%
Average HH size	2.30	2.31	2.35	2.71	2.60	2.26	2.66	1.92

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands East

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	957	929	881	327	216	658	304	354
%H (All HH)		97.1%	92.1%	34.2%	22.6%	68.8%	31.8%	37.0%
%H (TV HH)			94.8%	35.2%	23.3%	70.8%	32.7%	38.1%
Without	729	704	661	220	150	513	213	300
%V	76.2%	75.8%	75.0%	67.3%	69.4%	78.0%	70.1%	84.7%
%H (All HH)		96.6%	90.7%	30.2%	20.6%	70.4%	29.2%	41.2%
%H (TV HH)			93.9%	31.3%	21.3%	72.9%	30.3%	42.6%
With	228	225	220	107	66	145	91	54
%V	23.8%	24.2%	25.0%	32.7%	30.6%	22.0%	29.9%	15.3%
%H (All HH)		98.7%	96.5%	46.9%	28.9%	63.6%	39.9%	23.7%
%H (TV HH)			97.8%	47.6%	29.3%	64.4%	40.4%	24.0%
0 - 3	92	90	87	42	28	50	30	19
%V	9.6%	9.7%	9.9%	12.8%	13.0%	7.6%	9.9%	5.4%
%H (All HH)		97.8%	94.6%	45.7%	30.4%	54.3%	32.6%	20.7%
%H (TV HH)			96.7%	46.7%	31.1%	55.6%	33.3%	21.1%
4 - 9	113	112	109	54	34	70	45	25
%V	11.8%	12.1%	12.4%	16.5%	15.7%	10.6%	14.8%	7.1%
%H (All HH)		99.1%	96.5%	47.8%	30.1%	61.9%	39.8%	22.1%
%H (TV HH)			97.3%	48.2%	30.4%	62.5%	40.2%	22.3%
10 - 15	105	104	102	53	27	74	47	26
%V	11.0%	11.2%	11.6%	16.2%	12.5%	11.2%	15.5%	7.3%
%H (All HH)		99.0%	97.1%	50.5%	25.7%	70.5%	44.8%	24.8%
%H (TV HH)			98.1%	51.0%	26.0%	71.2%	45.2%	25.0%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	957	929	881	327	216	658	304	354
%H (All HH)		97.1%	92.1%	34.2%	22.6%	68.8%	31.8%	37.0%
%H (TV HH)			94.8%	35.2%	23.3%	70.8%	32.7%	38.1%
1	369	369	332	102	63	223	55	168
%V	38.6%	39.7%	37.7%	31.2%	29.2%	33.9%	18.1%	47.5%
%H (All HH)		100.0%	90.0%	27.6%	17.1%	60.4%	14.9%	45.5%
%H (TV HH)			90.0%	27.6%	17.1%	60.4%	14.9%	45.5%
2	318	318	309	108	88	232	113	119
%V	33.2%	34.2%	35.1%	33.0%	40.7%	35.3%	37.2%	33.6%
%H (All HH)		100.0%	97.2%	34.0%	27.7%	73.0%	35.5%	37.4%
%H (TV HH)			97.2%	34.0%	27.7%	73.0%	35.5%	37.4%
3	146	146	146	63	38	119	70	50
%V	15.3%	15.7%	16.6%	19.3%	17.6%	18.1%	23.0%	14.1%
%H (All HH)		100.0%	100.0%	43.2%	26.0%	81.5%	47.9%	34.2%
%H (TV HH)			100.0%	43.2%	26.0%	81.5%	47.9%	34.2%
4	61	61	60	34	17	54	42	12
%V	6.4%	6.6%	6.8%	10.4%	7.9%	8.2%	13.8%	3.4%
%H (All HH)		100.0%	98.4%	55.7%	27.9%	88.5%	68.9%	19.7%
%H (TV HH)			98.4%	55.7%	27.9%	88.5%	68.9%	19.7%
5+	35	35	35	20	11	30	24	6
%V	3.7%	3.8%	4.0%	6.1%	5.1%	4.6%	7.9%	1.7%
%H (All HH)		100.0%	100.0%	57.1%	31.4%	85.7%	68.6%	17.1%
%H (TV HH)			100.0%	57.1%	31.4%	85.7%	68.6%	17.1%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands East

Household level data

Table 15.6: Screen size

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	957	929	881	327	216	658	304	354
%H (All HH)		97.1%	92.1%	34.2%	22.6%	68.8%	31.8%	37.0%
%H (TV HH)			94.8%	35.2%	23.3%	70.8%	32.7%	38.1%
Under 20"	343	343	330	124	84	274	146	128
%V	35.8%	36.9%	37.5%	37.9%	38.9%	41.6%	48.0%	36.2%
%H (All HH)		100.0%	96.2%	36.2%	24.5%	79.9%	42.6%	37.3%
%H (TV HH)			96.2%	36.2%	24.5%	79.9%	42.6%	37.3%
20" - 29"	447	447	417	143	104	322	142	180
%V	46.7%	48.1%	47.3%	43.7%	48.1%	48.9%	46.7%	50.8%
%H (All HH)		100.0%	93.3%	32.0%	23.3%	72.0%	31.8%	40.3%
%H (TV HH)			93.3%	32.0%	23.3%	72.0%	31.8%	40.3%
30" - 39"	451	451	440	181	109	337	177	159
%V	47.1%	48.5%	49.9%	55.4%	50.5%	51.2%	58.2%	44.9%
%H (All HH)		100.0%	97.6%	40.1%	24.2%	74.7%	39.2%	35.3%
%H (TV HH)			97.6%	40.1%	24.2%	74.7%	39.2%	35.3%
40" and over	262	262	259	134	79	181	125	56
%V	27.4%	28.2%	29.4%	41.0%	36.6%	27.5%	41.1%	15.8%
%H (All HH)		100.0%	98.9%	51.1%	30.2%	69.1%	47.7%	21.4%
%H (TV HH)			98.9%	51.1%	30.2%	69.1%	47.7%	21.4%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	957	929	881	327	216	658	304	354
%H (All HH)		97.1%	92.1%	34.2%	22.6%	68.8%	31.8%	37.0%
%H (TV HH)			94.8%	35.2%	23.3%	70.8%	32.7%	38.1%
Main living room	922	922	875	325	216	653	303	351
%V	96.3%	99.2%	99.3%	99.4%	100.0%	99.2%	99.7%	99.2%
%H (All HH)		100.0%	94.9%	35.2%	23.4%	70.8%	32.9%	38.1%
%H (TV HH)			94.9%	35.2%	23.4%	70.8%	32.9%	38.1%
Kitchen	113	113	112	51	27	95	57	38
%V	11.8%	12.2%	12.7%	15.6%	12.5%	14.4%	18.8%	10.7%
%H (All HH)		100.0%	99.1%	45.1%	23.9%	84.1%	50.4%	33.6%
%H (TV HH)			99.1%	45.1%	23.9%	84.1%	50.4%	33.6%
Adult's bedroom	422	422	414	174	118	329	193	136
%V	44.1%	45.4%	47.0%	53.2%	54.6%	50.0%	63.5%	38.4%
%H (All HH)		100.0%	98.1%	41.2%	28.0%	78.0%	45.7%	32.2%
%H (TV HH)			98.1%	41.2%	28.0%	78.0%	45.7%	32.2%
Child's bedroom	86	86	86	40	28	69	46	22
%V	9.0%	9.3%	9.8%	12.2%	13.0%	10.5%	15.1%	6.2%
%H (All HH)		100.0%	100.0%	46.5%	32.6%	80.2%	53.5%	25.6%
%H (TV HH)			100.0%	46.5%	32.6%	80.2%	53.5%	25.6%
Other bedroom	59	59	58	28	15	51	34	17
%V	6.2%	6.4%	6.6%	8.6%	6.9%	7.8%	11.2%	4.8%
%H (All HH)		100.0%	98.3%	47.5%	25.4%	86.4%	57.6%	28.8%
%H (TV HH)			98.3%	47.5%	25.4%	86.4%	57.6%	28.8%
Second living/dining room	109	109	108	49	25	89	52	36
%V	11.4%	11.7%	12.3%	15.0%	11.6%	13.5%	17.1%	10.2%
%H (All HH)		100.0%	99.1%	45.0%	22.9%	81.7%	47.7%	33.0%
%H (TV HH)			99.1%	45.0%	22.9%	81.7%	47.7%	33.0%
Study/office	22	22	22	13	6	16	12	4
%V	2.3%	2.4%	2.5%	4.0%	2.8%	2.4%	3.9%	1.1%
%H (All HH)		100.0%	100.0%	59.1%	27.3%	72.7%	54.5%	18.2%
%H (TV HH)			100.0%	59.1%	27.3%	72.7%	54.5%	18.2%
TV room	7	7	7	3	2	6	4	3
%V	0.7%	0.8%	0.8%	0.9%	0.9%	0.9%	1.3%	0.8%
%H (All HH)		100.0%	100.0%	42.9%	28.6%	85.7%	57.1%	42.9%
%H (TV HH)			100.0%	42.9%	28.6%	85.7%	57.1%	42.9%
No specific location	1	1	1	1	0	0	0	0
%V	0.1%	0.1%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
%H (TV HH)			100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
Other	14	14	14	6	5	11	7	4
%V	1.5%	1.5%	1.6%	1.8%	2.3%	1.7%	2.3%	1.1%
%H (All HH)		100.0%	100.0%	42.9%	35.7%	78.6%	50.0%	28.6%
%H (TV HH)			100.0%	42.9%	35.7%	78.6%	50.0%	28.6%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands East

Household level data

Table 15.8: Recorders

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	957	929	881	327	216	658	304	354
%H (All HH)		97.1%	92.1%	34.2%	22.6%	68.8%	31.8%	37.0%
%H (TV HH)			94.8%	35.2%	23.3%	70.8%	32.7%	38.1%
PVR	441	441	440	250	108	304	208	96
%V	46.1%	47.5%	49.9%	76.5%	50.0%	46.2%	68.4%	27.1%
%H (All HH)		100.0%	99.8%	56.7%	24.5%	68.9%	47.2%	21.8%
%H (TV HH)			99.8%	56.7%	24.5%	68.9%	47.2%	21.8%
DVDR	243	243	236	92	67	182	97	85
%V	25.4%	26.2%	26.8%	28.1%	31.0%	27.7%	31.9%	24.0%
%H (All HH)		100.0%	97.1%	37.9%	27.6%	74.9%	39.9%	35.0%
%H (TV HH)			97.1%	37.9%	27.6%	74.9%	39.9%	35.0%
VCR	196	196	181	61	45	143	64	79
%V	20.5%	21.1%	20.5%	18.7%	20.8%	21.7%	21.1%	22.3%
%H (All HH)		100.0%	92.3%	31.1%	23.0%	73.0%	32.7%	40.3%
%H (TV HH)			92.3%	31.1%	23.0%	73.0%	32.7%	40.3%
Any recorder	640	640	622	288	155	454	260	195
%V	66.9%	68.9%	70.6%	88.1%	71.8%	69.0%	85.5%	55.1%
%H (All HH)		100.0%	97.2%	45.0%	24.2%	70.9%	40.6%	30.5%
%H (TV HH)			97.2%	45.0%	24.2%	70.9%	40.6%	30.5%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands East

Household level data

Table 15.9: Other TV equipment

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	957	929	881	327	216	658	304	354
%H (All HH)		97.1%	92.1%	34.2%	22.6%	68.8%	31.8%	37.0%
%H (TV HH)			94.8%	35.2%	23.3%	70.8%	32.7%	38.1%
Receives HDTV (via STB or built-in reception)	381	381	381	179	122	278	186	92
%V	39.8%	41.0%	43.2%	54.7%	56.5%	42.2%	61.2%	26.0%
%H (All HH)		100.0%	100.0%	47.0%	32.0%	73.0%	48.8%	24.1%
%H (TV HH)			100.0%	47.0%	32.0%	73.0%	48.8%	24.1%
DVD/Blu-ray player or recorder	732	732	710	277	186	536	273	263
%V	76.5%	78.8%	80.6%	84.7%	86.1%	81.5%	89.8%	74.3%
%H (All HH)		100.0%	97.0%	37.8%	25.4%	73.2%	37.3%	35.9%
%H (TV HH)			97.0%	37.8%	25.4%	73.2%	37.3%	35.9%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands East

Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All HH	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total HH	957	929	881	327	216	658	304	354
%H (All HH)		97.1%	92.1%	34.2%	22.6%	68.8%	31.8%	37.0%
%H (TV HH)			94.8%	35.2%	23.3%	70.8%	32.7%	38.1%
Has PC or Laptop	728	708	689	292	186	498	271	227
%V	76.1%	76.2%	78.2%	89.3%	86.1%	75.7%	89.1%	64.1%
%H (All HH)		97.3%	94.6%	40.1%	25.5%	68.4%	37.2%	31.2%
%H (TV HH)			97.3%	41.2%	26.3%	70.3%	38.3%	32.1%
Has broadband internet	670	653	638	275	180	460	262	198
%V	70.0%	70.3%	72.4%	84.1%	83.3%	69.9%	86.2%	55.9%
%H (All HH)		97.5%	95.2%	41.0%	26.9%	68.7%	39.1%	29.6%
%H (TV HH)			97.7%	42.1%	27.6%	70.4%	40.1%	30.3%

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands East

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1877	1816	754	478	1422	789	633
%H		96.8%	40.2%	25.5%	75.8%	42.0%	33.7%
Under 20"	480	465	183	121	392	220	172
%V	25.6%	25.6%	24.3%	25.3%	27.6%	27.9%	27.2%
%H		96.9%	38.1%	25.2%	81.7%	45.8%	35.8%
20" - 29"	552	521	188	136	408	197	211
%V	29.4%	28.7%	24.9%	28.5%	28.7%	25.0%	33.3%
%H		94.4%	34.1%	24.6%	73.9%	35.7%	38.2%
30" - 39"	521	511	219	129	394	218	176
%V	27.8%	28.1%	29.0%	27.0%	27.7%	27.6%	27.8%
%H		98.1%	42.0%	24.8%	75.6%	41.8%	33.8%
40" and over	293	290	155	86	204	143	61
%V	15.6%	16.0%	20.6%	18.0%	14.3%	18.1%	9.6%
%H		99.0%	52.9%	29.4%	69.6%	48.8%	20.8%
Don't know	30	29	11	6	24	11	12
%V	1.6%	1.6%	1.5%	1.3%	1.7%	1.4%	1.9%
%H		96.7%	36.7%	20.0%	80.0%	36.7%	40.0%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Midlands East
Set level data
Table 15.12: Location of set

Platforms available in Household

	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1877	1816	754	478	1422	789	633
%H		96.8%	40.2%	25.5%	75.8%	42.0%	33.7%
Main living room	927	880	326	218	657	305	352
%V	49.4%	48.5%	43.2%	45.6%	46.2%	38.7%	55.6%
%H		94.9%	35.2%	23.5%	70.9%	32.9%	38.0%
Kitchen	114	112	51	27	96	58	38
%V	6.1%	6.2%	6.8%	5.6%	6.8%	7.4%	6.0%
%H		98.2%	44.7%	23.7%	84.2%	50.9%	33.3%
Adult's bedroom	498	488	218	140	393	243	150
%V	26.5%	26.9%	28.9%	29.3%	27.6%	30.8%	23.7%
%H		98.0%	43.8%	28.1%	78.9%	48.8%	30.1%
Child's bedroom	110	110	51	36	90	63	27
%V	5.9%	6.1%	6.8%	7.5%	6.3%	8.0%	4.3%
%H		100.0%	46.4%	32.7%	81.8%	57.3%	24.5%
Other bedroom	71	70	36	19	61	43	18
%V	3.8%	3.9%	4.8%	4.0%	4.3%	5.4%	2.8%
%H		98.6%	50.7%	26.8%	85.9%	60.6%	25.4%
Second living/dining room	111	110	51	25	91	54	37
%V	5.9%	6.1%	6.8%	5.2%	6.4%	6.8%	5.8%
%H		99.1%	45.9%	22.5%	82.0%	48.6%	33.3%
Study/office	24	23	13	7	17	12	4
%V	1.3%	1.3%	1.7%	1.5%	1.2%	1.5%	0.6%
%H		95.8%	54.2%	29.2%	70.8%	50.0%	16.7%
TV room	7	7	3	2	6	4	3
%V	0.4%	0.4%	0.4%	0.4%	0.4%	0.5%	0.5%
%H		100.0%	42.9%	28.6%	85.7%	57.1%	42.9%
No specific location	1	1	1	0	0	0	0
%V	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
Other	15	15	6	5	11	7	4
%V	0.8%	0.8%	0.8%	1.0%	0.8%	0.9%	0.6%
%H		100.0%	40.0%	33.3%	73.3%	46.7%	26.7%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands East

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1877	1816	754	478	1422	789	633
%H		96.8%	40.2%	25.5%	75.8%	42.0%	33.7%
PVR	569	569	346	133	390	281	109
%V	30.3%	31.3%	45.9%	27.8%	27.4%	35.6%	17.2%
%H		100.0%	60.8%	23.4%	68.5%	49.4%	19.2%
DVDR	298	290	112	93	227	130	97
%V	15.9%	16.0%	14.9%	19.5%	16.0%	16.5%	15.3%
%H		97.3%	37.6%	31.2%	76.2%	43.6%	32.6%
VCR	235	219	72	58	174	81	93
%V	12.5%	12.1%	9.5%	12.1%	12.2%	10.3%	14.7%
%H		93.2%	30.6%	24.7%	74.0%	34.5%	39.6%
Any recorder	887	866	429	222	637	394	243
%V	47.3%	47.7%	56.9%	46.4%	44.8%	49.9%	38.4%
%H		97.6%	48.4%	25.0%	71.8%	44.4%	27.4%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Sets	1877	1816	754	478	1422	789	633
%H		96.8%	40.2%	25.5%	75.8%	42.0%	33.7%
Receives HDTV (via STB or built-in reception)	520	520	251	166	390	267	123
%V	27.7%	28.6%	33.3%	34.7%	27.4%	33.8%	19.4%
%H		100.0%	48.3%	31.9%	75.0%	51.3%	23.7%
DVD/Blu-ray player or recorder	1102	1078	456	299	840	483	357
%V	58.7%	59.4%	60.5%	62.6%	59.1%	61.2%	56.4%
%H		97.8%	41.4%	27.1%	76.2%	43.8%	32.4%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Midlands East
Set level data
Table 15.15: Main Set Screen Size
Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	929	881	327	216	658	304	354
%H		94.8%	35.2%	23.3%	70.8%	32.7%	38.1%
Under 20"	29	23	2	3	19	2	17
%V	3.1%	2.6%	0.6%	1.4%	2.9%	0.7%	4.8%
%H		79.3%	6.9%	10.3%	65.5%	6.9%	58.6%
20" - 29"	260	232	53	48	177	45	132
%V	28.0%	26.3%	16.2%	22.2%	26.9%	14.8%	37.3%
%H		89.2%	20.4%	18.5%	68.1%	17.3%	50.8%
30" - 39"	376	366	140	87	280	134	146
%V	40.5%	41.5%	42.8%	40.3%	42.6%	44.1%	41.2%
%H		97.3%	37.2%	23.1%	74.5%	35.6%	38.8%
40" and over	253	250	129	77	174	120	54
%V	27.2%	28.4%	39.4%	35.6%	26.4%	39.5%	15.3%
%H		98.8%	51.0%	30.4%	68.8%	47.4%	21.3%
Don't know	11	10	4	1	8	3	5
%V	1.2%	1.1%	1.2%	0.5%	1.2%	1.0%	1.4%
%H		90.9%	36.4%	9.1%	72.7%	27.3%	45.5%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands East

Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	929	881	327	216	658	304	354
%H		94.8%	35.2%	23.3%	70.8%	32.7%	38.1%
PVR	423	422	244	101	288	199	90
%V	45.5%	47.9%	74.6%	46.8%	43.8%	65.5%	25.4%
%H		99.8%	57.7%	23.9%	68.1%	47.0%	21.3%
DVDR	211	204	76	56	156	79	77
%V	22.7%	23.2%	23.2%	25.9%	23.7%	26.0%	21.8%
%H		96.7%	36.0%	26.5%	73.9%	37.4%	36.5%
VCR	166	151	47	37	117	48	69
%V	17.9%	17.1%	14.4%	17.1%	17.8%	15.8%	19.5%
%H		91.0%	28.3%	22.3%	70.5%	28.9%	41.6%
Any recorder	616	598	282	145	433	247	186
%V	66.3%	67.9%	86.2%	67.1%	65.8%	81.3%	52.5%
%H		97.1%	45.8%	23.5%	70.3%	40.1%	30.2%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Main Sets	929	881	327	216	658	304	354
%H		94.8%	35.2%	23.3%	70.8%	32.7%	38.1%
Receives HDTV (via STB or built-in reception)	362	362	170	115	262	176	86
%V	39.0%	41.1%	52.0%	53.2%	39.8%	57.9%	24.3%
%H		100.0%	47.0%	31.8%	72.4%	48.6%	23.8%
DVD/Blu-ray player or recorder	692	671	261	174	505	254	251
%V	74.5%	76.2%	79.8%	80.6%	76.7%	83.6%	70.9%
%H		97.0%	37.7%	25.1%	73.0%	36.7%	36.3%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands East

Set level data

Table 15.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	948	936	428	262	765	485	279
%H		98.7%	45.1%	27.6%	80.7%	51.2%	29.4%
Under 20"	451	442	180	118	373	219	155
%V	47.6%	47.2%	42.1%	45.0%	48.8%	45.2%	55.6%
%H		98.0%	39.9%	26.2%	82.7%	48.6%	34.4%
20" - 29"	292	289	135	87	231	152	79
%V	30.8%	30.9%	31.5%	33.2%	30.2%	31.3%	28.3%
%H		99.0%	46.2%	29.8%	79.1%	52.1%	27.1%
30" - 39"	145	145	79	42	114	84	31
%V	15.3%	15.5%	18.5%	16.0%	14.9%	17.3%	11.1%
%H		100.0%	54.5%	29.0%	78.6%	57.9%	21.4%
40" and over	41	41	26	10	30	23	7
%V	4.3%	4.4%	6.1%	3.8%	3.9%	4.7%	2.5%
%H		100.0%	63.4%	24.4%	73.2%	56.1%	17.1%
Don't know	19	19	7	5	16	9	7
%V	2.0%	2.0%	1.6%	1.9%	2.1%	1.9%	2.5%
%H		100.0%	36.8%	26.3%	84.2%	47.4%	36.8%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands East

Set level data

Table 15.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	948	936	428	262	765	485	279
%H		98.7%	45.1%	27.6%	80.7%	51.2%	29.4%
PVR	146	146	103	32	101	82	19
%V	15.4%	15.6%	24.1%	12.2%	13.2%	16.9%	6.8%
%H		100.0%	70.5%	21.9%	69.2%	56.2%	13.0%
DVDR	87	86	36	37	70	51	19
%V	9.2%	9.2%	8.4%	14.1%	9.2%	10.5%	6.8%
%H		98.9%	41.4%	42.5%	80.5%	58.6%	21.8%
VCR	69	68	25	21	57	33	24
%V	7.3%	7.3%	5.8%	8.0%	7.5%	6.8%	8.6%
%H		98.6%	36.2%	30.4%	82.6%	47.8%	34.8%
Any recorder	271	269	147	77	204	147	57
%V	28.6%	28.7%	34.3%	29.4%	26.7%	30.3%	20.4%
%H		99.3%	54.2%	28.4%	75.3%	54.2%	21.0%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV HH	Multi- channel HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH
Total Other Sets	948	936	428	262	765	485	279
%H		98.7%	45.1%	27.6%	80.7%	51.2%	29.4%
Receives HDTV (via STB or built-in reception)	159	159	81	51	128	91	37
%V	16.8%	17.0%	18.9%	19.5%	16.7%	18.8%	13.3%
%H		100.0%	50.9%	32.1%	80.5%	57.2%	23.3%
DVD/Blu-ray player or recorder	410	407	195	126	335	229	106
%V	43.2%	43.5%	45.6%	48.1%	43.8%	47.2%	38.0%
%H		99.3%	47.6%	30.7%	81.7%	55.9%	25.9%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Midlands East
Individual level data
Table 15.21: Age of Children

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2199	2150	2069	886	563	1486	808	678
%H		97.8%	94.1%	40.3%	25.6%	67.6%	36.7%	30.8%
Total Children	400	395	386	197	113	246	155	91
%V	18.2%	18.4%	18.7%	22.2%	20.1%	16.6%	19.2%	13.4%
%H		98.8%	96.5%	49.3%	28.3%	61.5%	38.8%	22.8%
0 - 3	108	106	103	50	33	59	35	23
%V	4.9%	4.9%	5.0%	5.6%	5.9%	4.0%	4.3%	3.4%
%H		98.1%	95.4%	46.3%	30.6%	54.6%	32.4%	21.3%
4 - 15	293	289	283	147	80	187	119	68
%V	13.3%	13.4%	13.7%	16.6%	14.2%	12.6%	14.7%	10.0%
%H		98.6%	96.6%	50.2%	27.3%	63.8%	40.6%	23.2%
4 - 9	150	149	145	73	44	90	57	33
%V	6.8%	6.9%	7.0%	8.2%	7.8%	6.1%	7.1%	4.9%
%H		99.3%	96.7%	48.7%	29.3%	60.0%	38.0%	22.0%
10 - 15	142	140	138	74	36	97	62	35
%V	6.5%	6.5%	6.7%	8.4%	6.4%	6.5%	7.7%	5.2%
%H		98.6%	97.2%	52.1%	25.4%	68.3%	43.7%	24.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2199	2150	2069	886	563	1486	808	678
%H		97.8%	94.1%	40.3%	25.6%	67.6%	36.7%	30.8%
Total Adults (16+)	1799	1755	1683	690	450	1241	654	587
%V	81.8%	81.6%	81.3%	77.9%	79.9%	83.5%	80.9%	86.6%
%H		97.6%	93.6%	38.4%	25.0%	69.0%	36.4%	32.6%
16 - 19	115	114	111	53	34	84	56	28
%V	5.2%	5.3%	5.4%	6.0%	6.0%	5.7%	6.9%	4.1%
%H		99.1%	96.5%	46.1%	29.6%	73.0%	48.7%	24.3%
20 - 24	159	144	137	56	42	100	55	45
%V	7.2%	6.7%	6.6%	6.3%	7.5%	6.7%	6.8%	6.6%
%H		90.6%	86.2%	35.2%	26.4%	62.9%	34.6%	28.3%
25 - 34	293	282	273	133	76	172	101	71
%V	13.3%	13.1%	13.2%	15.0%	13.5%	11.6%	12.5%	10.5%
%H		96.2%	93.2%	45.4%	25.9%	58.7%	34.5%	24.2%
35 - 44	289	284	277	130	85	184	114	70
%V	13.1%	13.2%	13.4%	14.7%	15.1%	12.4%	14.1%	10.3%
%H		98.3%	95.8%	45.0%	29.4%	63.7%	39.4%	24.2%
45 - 54	316	312	303	133	84	231	136	95
%V	14.4%	14.5%	14.6%	15.0%	14.9%	15.5%	16.8%	14.0%
%H		98.7%	95.9%	42.1%	26.6%	73.1%	43.0%	30.1%
55 - 64	271	266	258	102	64	194	97	97
%V	12.3%	12.4%	12.5%	11.5%	11.4%	13.1%	12.0%	14.3%
%H		98.2%	95.2%	37.6%	23.6%	71.6%	35.8%	35.8%
65+	355	353	324	83	64	275	94	181
%V	16.1%	16.4%	15.7%	9.4%	11.4%	18.5%	11.6%	26.7%
%H		99.4%	91.3%	23.4%	18.0%	77.5%	26.5%	51.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Midlands East
Individual level data
Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1799	1755	1683	690	450	1241	654	587
%H		97.6%	93.6%	38.4%	25.0%	69.0%	36.4%	32.6%
AB	460	454	439	201	103	320	174	146
%V	25.6%	25.9%	26.1%	29.1%	22.9%	25.8%	26.6%	24.9%
%H		98.7%	95.4%	43.7%	22.4%	69.6%	37.8%	31.7%
C1	507	487	472	189	136	359	199	159
%V	28.2%	27.7%	28.0%	27.4%	30.2%	28.9%	30.4%	27.1%
%H		96.1%	93.1%	37.3%	26.8%	70.8%	39.3%	31.4%
C2	371	366	357	150	99	271	154	117
%V	20.6%	20.9%	21.2%	21.7%	22.0%	21.8%	23.5%	19.9%
%H		98.7%	96.2%	40.4%	26.7%	73.0%	41.5%	31.5%
D	293	289	273	105	86	185	95	90
%V	16.3%	16.5%	16.2%	15.2%	19.1%	14.9%	14.5%	15.3%
%H		98.6%	93.2%	35.8%	29.4%	63.1%	32.4%	30.7%
E	167	159	143	45	25	105	31	74
%V	9.3%	9.1%	8.5%	6.5%	5.6%	8.5%	4.7%	12.6%
%H		95.2%	85.6%	26.9%	15.0%	62.9%	18.6%	44.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
October 2010 - September 2011
BBC Midlands East
Individual level data
Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1799	1755	1683	690	450	1241	654	587
%H		97.6%	93.6%	38.4%	25.0%	69.0%	36.4%	32.6%
Working full time	773	760	740	341	218	524	323	202
%V	43.0%	43.3%	44.0%	49.4%	48.4%	42.2%	49.4%	34.4%
%H		98.3%	95.7%	44.1%	28.2%	67.8%	41.8%	26.1%
Working part time	194	192	188	85	52	133	77	56
%V	10.8%	10.9%	11.2%	12.3%	11.6%	10.7%	11.8%	9.5%
%H		99.0%	96.9%	43.8%	26.8%	68.6%	39.7%	28.9%
Not working	832	803	755	264	180	583	254	330
%V	46.2%	45.8%	44.9%	38.3%	40.0%	47.0%	38.8%	56.2%
%H		96.5%	90.7%	31.7%	21.6%	70.1%	30.5%	39.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	866	839	808	345	217	594	325	269
%H		96.9%	93.3%	39.8%	25.1%	68.6%	37.5%	31.1%
16 - 19	54	53	51	24	16	38	26	12
%V	6.2%	6.3%	6.3%	7.0%	7.4%	6.4%	8.0%	4.5%
%H		98.1%	94.4%	44.4%	29.6%	70.4%	48.1%	22.2%
20 - 24	85	76	72	32	23	52	29	23
%V	9.8%	9.1%	8.9%	9.3%	10.6%	8.8%	8.9%	8.6%
%H		89.4%	84.7%	37.6%	27.1%	61.2%	34.1%	27.1%
25 - 34	142	134	130	65	35	84	51	32
%V	16.4%	16.0%	16.1%	18.8%	16.1%	14.1%	15.7%	11.9%
%H		94.4%	91.5%	45.8%	24.6%	59.2%	35.9%	22.5%
35 - 44	140	137	134	58	42	91	54	37
%V	16.2%	16.3%	16.6%	16.8%	19.4%	15.3%	16.6%	13.8%
%H		97.9%	95.7%	41.4%	30.0%	65.0%	38.6%	26.4%
45 - 54	152	150	146	67	39	109	64	45
%V	17.6%	17.9%	18.1%	19.4%	18.0%	18.4%	19.7%	16.7%
%H		98.7%	96.1%	44.1%	25.7%	71.7%	42.1%	29.6%
55 - 64	132	129	125	51	33	95	51	44
%V	15.2%	15.4%	15.5%	14.8%	15.2%	16.0%	15.7%	16.4%
%H		97.7%	94.7%	38.6%	25.0%	72.0%	38.6%	33.3%
65+	161	160	150	47	30	125	50	76
%V	18.6%	19.1%	18.6%	13.6%	13.8%	21.0%	15.4%	28.3%
%H		99.4%	93.2%	29.2%	18.6%	77.6%	31.1%	47.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands East

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		866	839	808	345	217	594	325	269
	%H		96.9%	93.3%	39.8%	25.1%	68.6%	37.5%	31.1%
AB		230	227	221	104	49	162	89	73
	%V	26.6%	27.1%	27.4%	30.1%	22.6%	27.3%	27.4%	27.1%
	%H		98.7%	96.1%	45.2%	21.3%	70.4%	38.7%	31.7%
C1		235	223	216	90	67	163	96	67
	%V	27.1%	26.6%	26.7%	26.1%	30.9%	27.4%	29.5%	24.9%
	%H		94.9%	91.9%	38.3%	28.5%	69.4%	40.9%	28.5%
C2		196	192	188	78	53	144	82	62
	%V	22.6%	22.9%	23.3%	22.6%	24.4%	24.2%	25.2%	23.0%
	%H		98.0%	95.9%	39.8%	27.0%	73.5%	41.8%	31.6%
D		131	129	122	50	39	81	44	37
	%V	15.1%	15.4%	15.1%	14.5%	18.0%	13.6%	13.5%	13.8%
	%H		98.5%	93.1%	38.2%	29.8%	61.8%	33.6%	28.2%
E		73	68	61	22	10	44	14	30
	%V	8.4%	8.1%	7.5%	6.4%	4.6%	7.4%	4.3%	11.2%
	%H		93.2%	83.6%	30.1%	13.7%	60.3%	19.2%	41.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands East

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	866	839	808	345	217	594	325	269
%H		96.9%	93.3%	39.8%	25.1%	68.6%	37.5%	31.1%
Working full time	476	467	456	210	131	323	196	126
%V	55.0%	55.7%	56.4%	60.9%	60.4%	54.4%	60.3%	46.8%
%H		98.1%	95.8%	44.1%	27.5%	67.9%	41.2%	26.5%
Working part time	43	42	41	20	10	28	17	12
%V	5.0%	5.0%	5.1%	5.8%	4.6%	4.7%	5.2%	4.5%
%H		97.7%	95.3%	46.5%	23.3%	65.1%	39.5%	27.9%
Not working	347	329	311	114	76	243	112	131
%V	40.1%	39.2%	38.5%	33.0%	35.0%	40.9%	34.5%	48.7%
%H		94.8%	89.6%	32.9%	21.9%	70.0%	32.3%	37.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	933	916	875	345	233	646	328	318
%H		98.2%	93.8%	37.0%	25.0%	69.2%	35.2%	34.1%
16 - 19	61	61	60	28	18	46	30	16
%V	6.5%	6.7%	6.9%	8.1%	7.7%	7.1%	9.1%	5.0%
%H		100.0%	98.4%	45.9%	29.5%	75.4%	49.2%	26.2%
20 - 24	74	68	65	24	20	48	26	22
%V	7.9%	7.4%	7.4%	7.0%	8.6%	7.4%	7.9%	6.9%
%H		91.9%	87.8%	32.4%	27.0%	64.9%	35.1%	29.7%
25 - 34	151	147	144	68	41	89	50	39
%V	16.2%	16.0%	16.5%	19.7%	17.6%	13.8%	15.2%	12.3%
%H		97.4%	95.4%	45.0%	27.2%	58.9%	33.1%	25.8%
35 - 44	149	147	143	73	43	93	60	33
%V	16.0%	16.0%	16.3%	21.2%	18.5%	14.4%	18.3%	10.4%
%H		98.7%	96.0%	49.0%	28.9%	62.4%	40.3%	22.1%
45 - 54	164	162	157	65	46	122	72	50
%V	17.6%	17.7%	17.9%	18.8%	19.7%	18.9%	22.0%	15.7%
%H		98.8%	95.7%	39.6%	28.0%	74.4%	43.9%	30.5%
55 - 64	139	137	132	51	31	99	46	53
%V	14.9%	15.0%	15.1%	14.8%	13.3%	15.3%	14.0%	16.7%
%H		98.6%	95.0%	36.7%	22.3%	71.2%	33.1%	38.1%
65+	194	193	174	36	34	150	45	105
%V	20.8%	21.1%	19.9%	10.4%	14.6%	23.2%	13.7%	33.0%
%H		99.5%	89.7%	18.6%	17.5%	77.3%	23.2%	54.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands East

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	933	916	875	345	233	646	328	318
%H		98.2%	93.8%	37.0%	25.0%	69.2%	35.2%	34.1%
AB	231	227	218	97	54	158	84	74
%V	24.8%	24.8%	24.9%	28.1%	23.2%	24.5%	25.6%	23.3%
%H		98.3%	94.4%	42.0%	23.4%	68.4%	36.4%	32.0%
C1	272	264	255	99	70	196	103	93
%V	29.2%	28.8%	29.1%	28.7%	30.0%	30.3%	31.4%	29.2%
%H		97.1%	93.8%	36.4%	25.7%	72.1%	37.9%	34.2%
C2	175	174	169	72	46	127	72	55
%V	18.8%	19.0%	19.3%	20.9%	19.7%	19.7%	22.0%	17.3%
%H		99.4%	96.6%	41.1%	26.3%	72.6%	41.1%	31.4%
D	161	160	151	54	47	104	51	53
%V	17.3%	17.5%	17.3%	15.7%	20.2%	16.1%	15.5%	16.7%
%H		99.4%	93.8%	33.5%	29.2%	64.6%	31.7%	32.9%
E	94	91	82	23	15	61	18	44
%V	10.1%	9.9%	9.4%	6.7%	6.4%	9.4%	5.5%	13.8%
%H		96.8%	87.2%	24.5%	16.0%	64.9%	19.1%	46.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

October 2010 - September 2011

BBC Midlands East

Individual level data

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	Multi-channel	DSat	Cable	DTT	DTT + Cab/DSat	DTT only
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	933	916	875	345	233	646	328	318
%H		98.2%	93.8%	37.0%	25.0%	69.2%	35.2%	34.1%
Working full time	298	293	284	131	87	201	126	75
%V	31.9%	32.0%	32.5%	38.0%	37.3%	31.1%	38.4%	23.6%
%H		98.3%	95.3%	44.0%	29.2%	67.4%	42.3%	25.2%
Working part time	151	149	147	65	42	104	60	44
%V	16.2%	16.3%	16.8%	18.8%	18.0%	16.1%	18.3%	13.8%
%H		98.7%	97.4%	43.0%	27.8%	68.9%	39.7%	29.1%
Not working	484	474	444	150	104	341	142	199
%V	51.9%	51.7%	50.7%	43.5%	44.6%	52.8%	43.3%	62.6%
%H		97.9%	91.7%	31.0%	21.5%	70.5%	29.3%	41.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total